

we need a new product strategy



You need to refresh the revenue mix, build market share and achieve sustained competitiveness through new product innovation. Defining the customer experience and your business model are critical to success. Fostering alignment and buy-in is essential. Quarry, Azure and Rotman can help.

NEW PRODUCTS BUSINESS MODEL AND EXPERIENCE DESIGN

Requirements and Strategy Exploration – Azure Corporation and Quarry

Included: Facilitated Workshop to evaluate sources/opportunities of growth and explore competitive advantage, strategy choice and value-curve mapping.

Output: A strategic brief that frames the definition of interactions between your business model decisions and product/customer experience design choices.

Strategy Choice, Facts and Financial Validation – Azure Corporation and Rotman Information Solutions

Included: Factually and financially validate the business assumptions including market economics, competitive landscape and opportunity. Design a search strategy for the efficient sourcing of information. Screen, assemble and analyze internal and secondary research data.

Output: Strategy choice modeling of relevant facts and data analyzed and organized into a strategy and financial imperatives framework.

Experience - Centered Product Innovation Design – Quarry

Included: 1. Identify, analyze and model appropriate design inputs including field ethnography, design personas, concept models, experiential attribute definition and experience assessment testing. 2. Design and prototype. 3. Perform executive and lateral communications support.

Output: An integrated set of design heuristics and a collaborative user-centered design to ensure that all stakeholders proceed with a shared vision of what needs to be created, for whom, to answer what specific needs and why those are important to drive adoption.

Development and Implementation – Quarry and Azure Corporation

Included: Translate product strategy, business and customer requirements into directives and launch positioning communications for internal influencers and organizational groups: executives, sales & channel management, marketing management, customer service and operations.

Output: Facilitated implementation action planning and development of executive communications.

APPLICATIONS

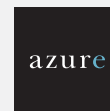
- Develop growth innovations in new markets or segments.
- Overcome competitive gaps to elevate share leadership.
- Extend value into another stage of your industry value-chain.
- Create a market disruption with a simultaneous innovation.

COST

The cost varies according to how simple or complex your situation and requirements.

Please call 905-939-9444 or email howcanwehelp@enablingideas.com for a detailed activity assessment.

Alternatively, call Quarry at 519-664-2999 or email gdrummond@quarry.com



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