

New Product Launch

For a traditional manufacturer, launching a digital product required a different set of skills.

“We needed a group with entrepreneurial instincts. Adroit Consulting brought us operational and marketing experience in the software industry, and familiarity with how to assess products from the user perspective. At the end of the day the team presented us with a strategy that was well thought-out and cost-justified, and then took us to market as a seamless part of the company team. Adroit’s capabilities in leading the launch of a software product were simply excellent.”

Business Issue

Our client manufactures highquality tools and has excellent brand recognition, but lacks a direct channel to end users. The products are commoditizing despite their quality as the largest retailers apply downward pressure on pricing.

The company decided to strengthen its brand position and ultimately increase sales by finding a way to interact directly with end users – but without threatening its retail and channel partners. This customer strategy would also maintain parity with competitors, one of whom has branded an extensive line of clothing and accessories for users of its products.

Adroit’s Role

The company invited Adroit Consulting to evaluate a thirdparty software application that offers targeted value to the end users. The evaluation included several elements:

- Brand: Is it a quality product that reinforces the core brand?
- Market: What is the potential size of the market? Can we penetrate the market, and who will we compete with?
- ROI: Even if the end-user community adopts the software tool, can we generate an acceptable return on investment?
- Human Factors: What is the quality of the user experience?
- Software: What is the quality of the application code and documentation? Will it support upgrades, customization, and integration with other applications?

Outcome

The product and vendor due diligence activities resulted in a first-level business case and marketing plan leading to a market pilot. Adroit conducted the pilot, which resulted in a decision to launch a new digital product as part of an umbrella market strategy. Adroit Consulting led an integrated team of internal and external resources in performing most aspects of product launch.

These aspects included channel strategy; product enhancement; and sales and marketing activities including industry commentator communications, public relations, and trade show participation.

Overall, nationwide go-to-market time was reduced by 50% with a manageable financial investment and risk scenario.