

# DESIGNING A NEXT GENERATION SOFTWARE SOLUTION



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## Measuring alignment within customers and non-customers to guide your design.

A market-leading software company had been working on the business case and high level design for their next-generation solution architecture.

As with any such exercise, the business case was based on assumptions about the market; current customers, those who had chosen their competitors, and new buyers. The analysis contrasted the capabilities and value inherent in the currently available solution with unmet needs, predicted needs, and innovations ideas.

Prior to presenting the business case, product management sought market validation of their ideas, and a way to answer 'what do we not know that we don't know.'

AO was used with 2200 customers, competitors' customers, non-users, industry influencers, and implementation partners to learn their attitudes, without revealing the next generation architecture details.

Product management was pleased to see most of their core assumptions validated. However, two were not, which required an adjustment to the solution plans and the business case.

Of great value, was learning what would prevent current customers, competitor's customers, and non-users from adopting the new solution if it ever became available.

Similarly, the alignment data identified how the changes would cause concerns that would prevent upgrades and adoption. These insights were used to develop mitigating solutions to the market's expressed concerns. AO's cluster analysis identified the characteristics of like-minded companies, which led to sales qualification checklists and presentations customized to the different market sectors.

## CONSULTANT SERVICES:

**Consultative:** Creating a pathway in achieving your results with your business members input and employee observations of what is key for the benefit of your clients.

**Advisory:** Bringing diverse perspectives from unrelated industry operations and processes in seeking new opportunities in efficiencies.

**Collaborative:** Alignment optimizations delivers on a full spectrum of progressively engaging and impacting methodologies that deliver the results you and your clients expect.

## KEYNOTE SPEAKER/WORKSHOPS

## TRAINING & FACILITATION

## COACHING & MENTORING

STAY CONNECTED



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Aligning Performance Improvement w/Corporate Strategy