

# Managing Global Content to Support a Multi-\$Billion Roll-out

The customer needed to develop collateral and program support for a new solution being rolled out globally. We managed input from over 100 stakeholders and delivered the program on time

## CLIENT CHALLENGE

Drive an incremental \$1B, \$2B in revenue by rolling out a new program and all associated content required to support it.

- Input from over 100 contributors required to deliver the global program
- Members from sub-teams included marketing, partners, sales, engineering, finance, and legal
- Coordinate all members' input to create content



## HOW WE SOLVED IT

- Managed the development of the scope and rolled out the solution
- Supported sub-teams including: marketing, partners, sales, engineering, services, finance and legal
- Established the agenda and tracked attendance for a weekly global team call
- Tracked and followed up to completion on thousands of action items
- Gathered input from global stakeholders in order to ensure appropriate content development

## BUSINESS IMPACT

Program was on time and on budget, feedback 100% positive

Ready to learn more? Book a meeting with us.  
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