

Organize Product Teams to Create Bundled Solutions

Our client needed a better understanding of how bundled solutions could better meet customer needs. We facilitated 30 people across 3 business departments and product teams to create and roll out bundled solutions critical to driving client revenues.

CLIENT CHALLENGE

Our client customer needed a better understanding of how bundled solutions could better meet customer needs.

- Better alignment of pricing models to customer revenue models for increased market penetration
- Needed top-down communications to support the program
- Sales and marketing coordination and rollout



HOW WE SOLVED IT

- Provided project support to over 30 people across 3 teams
- Developed weekly meetings for each of the groups and sub-groups
- Coordinated and produced stakeholder communications
- Tracked and followed up on daily action items
- Provided summary and progress report writing/editing

BUSINESS IMPACT

Our program support enabled a solution and customer-focused set of product and architecture offerings that better address customer short-term and longer-term network costs.

Ready to learn more? Book a meeting with us.
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