



Strategic Decision Making for New Product Development

EMC Consulting continually leverages its experience working with early adopters of new technologies across the communications, media, and content industries. Using a library of reusable Solution Accelerators (SAs) and tested methodologies to accelerate time to market, EMC provides thought leadership and proven results to forward-looking clients.

Challenge

In the competitive telecommunications industry, companies have to keep pace with evolving technologies from convergence to unified communications. New partnerships are forged as capabilities and content are combined in innovative ways to create new offerings. At the same time, market forces rapidly drive down margins, creating fierce competition for higher-margin business customers and an accelerated schedule for developing and launching new products. As a result, companies have to be able to rapidly evaluate new business value propositions, assess the fit of available technologies, and launch new products to capture market share.

One major provider of broadband, cable, and telephony services found that bridging business needs and functionality of new technology strained resources that were committed to other high-priority programs. They were interested in using the Session Initiation Protocol (SIP) to deliver many of the same call processing functions and features offered to business customers via the telecommunications network. The company engaged EMC® Consulting to help them focus on launching strategic new offerings for the business marketplace.

Solution

EMC applied its understanding of the telecommunications industry and its extensive expertise in product development to develop a detailed product requirements document and a comprehensive marketing plan.

EMC Market Strategy

- Secondary market research
- Competitive analysis
- SWOT analysis
- Focus group facilitation
- Comprehensive marketing for new product and technology

EMC Product Development

- Technology assessment
- Product definition
- Detailed implementation planning for product launch

Results

EMC consultants worked with the customer from product definition to product launch to implement a new business-class product and attract and retain high-margin business accounts, reinforcing the client's ability to compete with other service providers.

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Take the next step

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