

Product Launch Services

Take your product or service to market faster and more effectively.



Features

Opportunity Assessment — through primary and secondary research methods, we help you assess the attractiveness of your new product or service

Launch Plan — we develop a go-to-market strategy and plan to quickly and effectively reach target audiences

Readiness Checkup — we offer a focused checkup / planning phase to assess your readiness to launch

eLearning — we empower your internal and external partners with insight so they can understand and sell your products or services effectively

Voice of the Customer — we bring you customer insight to align your new product or service with customer needs and wants

Case Studies

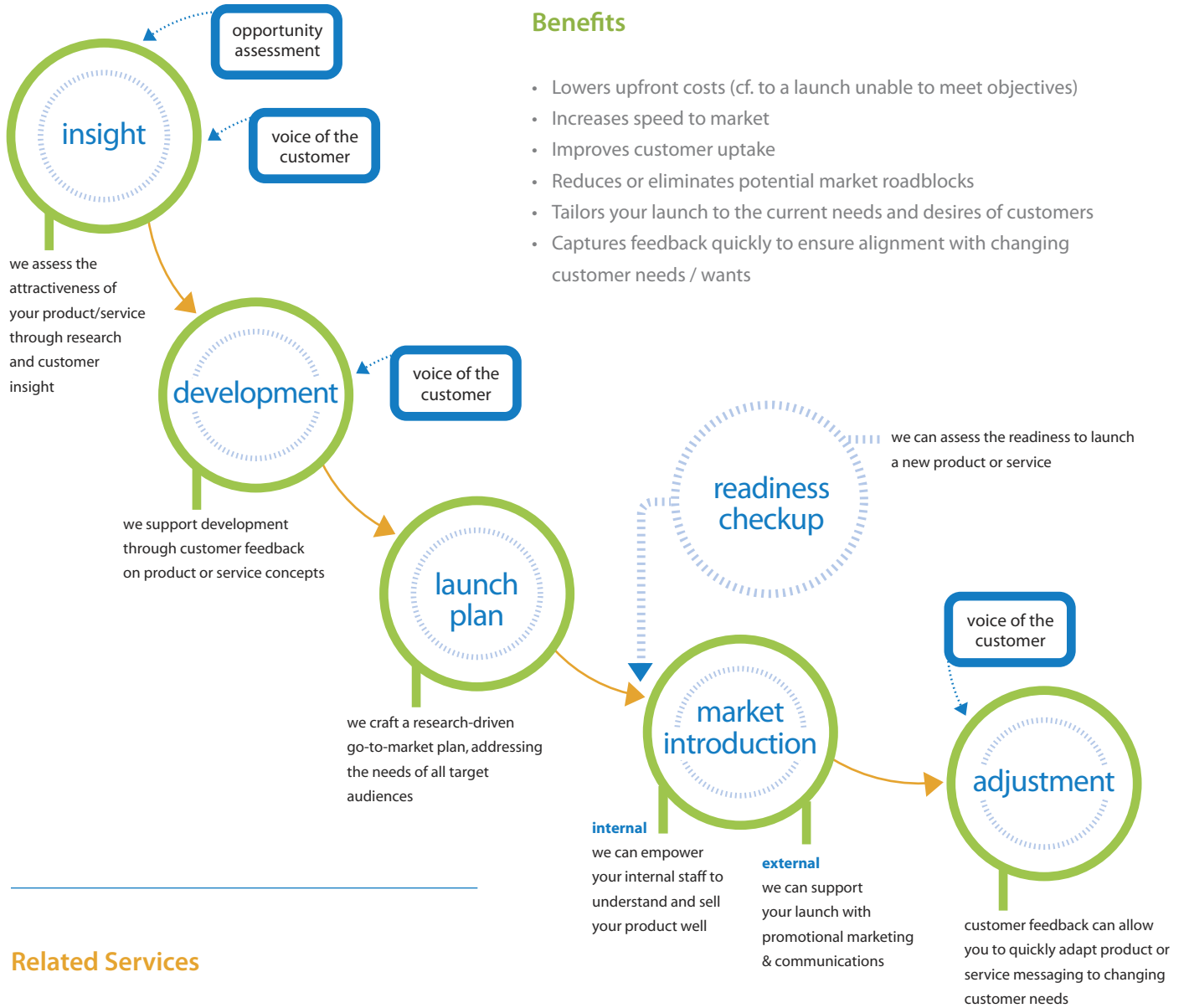
- VantagePoint repositioned an 18-month-old Capsugel product based on consumer feedback, dramatically increasing sales and breaking into a new market.
- We supported the launch of a new structured cabling brand, Uniprise, and have watched them enjoy 23% year-over-year growth.
- Language Line, an AT&T translation service, needed to be repositioned within their markets. Our services helped them gain 15% annual growth over the two years after our efforts.
- The Vest (an airway clearance system by Hill-Rom) completed a readiness checkup, entered its market successfully and exceeded 1st-year sales goals.

60%
More than half
of the reasons for
product launch
failures are due
to poor planning.*



* "Winning at New Products." RG Cooper, 2001. "Winning the Product Launch." OnTarget, 1999.

Process



Benefits

- Lowers upfront costs (cf. to a launch unable to meet objectives)
- Increases speed to market
- Improves customer uptake
- Reduces or eliminates potential market roadblocks
- Tailors your launch to the current needs and desires of customers
- Captures feedback quickly to ensure alignment with changing customer needs / wants

Related Services

Market Opportunity Assessment, eLearning, Voice of the Customer, Channel Programs

