

Background & Problem

The organisation is a successful consulting and solutions organisation that is going through a massive expansion both in terms of product offering and target market. Many of the company's solutions are based on repeatable 'modules' of software that are customised for each individual customer.

Two of the challenges for the company as it grows at such a fast rate are:

1. Introducing processes and methodologies that enable the organisation to grow efficiently without introducing unnecessary overhead.
2. Having the right industry and market knowledge available at the right time, but without employing a prohibitively expensive solution.

Actions Taken

David has been working with the company since the beginning of 2008, bringing a fresh perspective to many areas including: market and competitive research, product management and development methodologies, strategic thinking, and user documentation.

David has been advising on the product management and software development methodologies. Building on the fact that the company's solutions are repeatable, he has used these to generate efficiencies in process so that the same thing is not repeated unnecessarily. He has introduced more rigour to the company through working directly with the testing teams to implement best practices, whilst mentoring individuals in order to ensure effective product testing.

David has conducted much of the market and competitive research that the teams previously simply didn't have the time to do. He has also been able to 'take up the slack' in a number of other different areas such as user documentation.

David's industry knowledge has brought tangible benefits to the company not only in terms of product and development methodologies but also in inputting into its strategic thinking. This has added to the credibility of the company's proposition.

The underlying theme of all David's input has been practical advice and support – often actually doing the work rather than just advising on how it should be done.

The Result

The company has been able to concentrate on its core competencies, leaving David to add the necessary expertise that is an unaffordable luxury to have in-house. The products are better tested and better documented, and the development teams are working more effectively.

The company's ability to expand has increased significantly and this is being reflected in the sales figures.

David continues to work with the company on a regular basis.

If you want to find out more about any of the areas covered in this case study and how we can support your business – contact us today.