Case Study: Product Launch – Live Services

The client

TOMTOM®

The challenge

To launch TomTom's LIVE services (real time services and Google local search on top of HD Traffic) as the key feature of TomTom's flagship GO X40 device range for Christmas 2008 retail season. This was probably the most complex and time limited launch TomTom had ever undertaken.

Market context

Having taken the lead in both connected in car navigation devices and premium live traffic information services, TomTom was in a strong position to maintain its advantage and drive demand for real time connected services by offering a higher value bundle. Service was launched into the UK, Germany, France, Switzerland and Netherlands, some of the most important and competitive markets for TomTom.

Approach

Building upon the successful Go to Market project management methodology we had introduced for the Dutch HD Traffic Launch, **First**Partner led the LIVE services deployment across all territories and provided project management for Key HD Traffic deployments undertaken in conjunction with Mobile Network operators under tight timescales.

Key deliverables

- Effective launch and post launch project management
- Strict prioritisation, reporting and risk management.
- Simple reporting template to provide ongoing visibility to senior management.
- Design and management of a successful 250 user consumer trial.

TOMTOM LIVE SERVICES

Project delivery

The TomTom GO X40 device successfully launched, complete with LIVE services, in all European territories in time for the 2008 Christmas selling season. The package was received with rave reviews from the press and the device sales targets were met. TomTom expects to sell over 1 million connected devices during 2009.