

Case study: Integrated proposition development - 3G Router

The client



The challenge

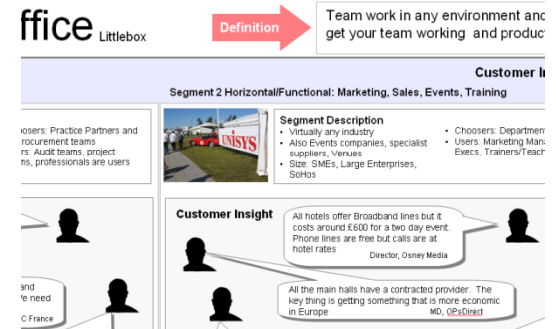
Enable two global companies to partner in bringing to market a new category proposition. To ensure the proposition is brought to market in a targeted manner addressing clear customer needs.

Market context

The 3G Router provides a revolutionary approach to mobile team working. Plug-in, press connect and an instant hotspot is provided using Vodafone's 3G back-haul. The proposition needed to be brought to market within 6 months and to maximise its exclusivity period.

Approach

FirstPartner was engaged to rapidly build a profile of customer segments, usage cases and needs. This was translated using our design methodology into a simple customer facing proposition for launch. **FirstPartner** went on to provide the implementation solutions and in-market operational support.



Key findings

- There is a significant demand for the 3G Router from team workers, events companies to IT departments in need of an auxiliary internet connection.
- Simple solutions work very effectively where business change required to support a proposition is minimised.

Project delivery

Overall the proposition was launched to time and successfully brought two large global companies much closer together. Since launch the proposition has sold extremely well in-market outselling versus budget. A rich roadmap has been established to take the 3G Router to the next level.