

Case Study: Proposition development - 3G Access Point

The client



The challenge

To develop a sales toolkit to be used by a Sales Team in briefing carriers on a worldwide basis. To achieve rapid market penetration of target carriers required a rapid initial recognition of the new business opportunity of adopting Fixed Mobile Convergence (FMC) solutions, followed by sufficient information to support internal carrier business justifications.



Market context

ip.access' products address significant new market opportunities created by widespread cellular adoption and the rapid market penetration of broadband IP networks to provide FMC solutions.

Approach

FirstPartner was engaged to rapidly build a proposition for adoption of 3G access points. The proposition was built by developing profiles of customer segments, usage cases and needs and reinforced by development of the business case using an ROI model. Poster presentation techniques were used to facilitate quick initial recognition of the proposition by carrier customer targets.



Key deliverables

- Proposition based on identification of Customer needs and segmentation.
- Business case for adoption using an ROI model
- Information packaged in a format suitable for use by the Sales Team in customer briefings.

Project delivery

The sales toolkit was launched to time and has been used to successfully gain traction with initial carrier targets on a worldwide basis.