



CUSTOMER CASE STUDY

HMI technology Go-to-Market Strategy

AT A GLANCE

CHALLENGES

- Lack of Brand recognition
- Unclear value proposition
- Differentiate from competitors

BENEFITS

- Clear Unique Value Proposition
- Targeted approach to approach early adopters
- High confidence and motivation in the team

OBJECTIVES

Create HMI GTM strategy and customer awareness in North America. Establish Nother American market recognition for HMI technology. Identify who are the target customers, what is the value proposition, What is the market position, how to avoid being "me too" as other HMI technology providers. Win the 1st business with target customers.

SOLUTIONS

We took the team through Value Differentiation process to develop the GTM strategy:

- Assessed external environmental factors
- Identified competitive advantages
- Identified target customers
- Discovered the unique value proposition for target customers
- Developed a customer outreach strategy
- Created clear actions and RASI for the team to execute
- Implemented agile strategy execution

BENEFITS

Benefits One

The team is clear with the unique value proposition of their HMI technology, understand how to approach target customers

Benefits Two

Establish GTM strategy roadmap and execution plan. Team has clear actions and RASI to execute the plan.

Benefits Three

They have identified FOCUS. Instead of sales pushing the new technology to customers, they have a targeted approach with a group of early adopters.

Benefits Four

Team motivation is high. They are energized with the new approach. They are measuring progress during execution. They are motivated to SEE the progress.