

## Marketing & Product Management Product Planning & Launch

### Marketing & Product Management

Market Opportunity Assessment

Product & Marketing Strategy

Product Planning & Launch

Marketing Operations

### The Challenge

Transforming your concepts into products and services that delight your customers and compete successfully is an enormous challenge with high stakes. Having a great product is vital, but there are other essential ingredients to winning. A well-orchestrated product launch can enhance your entire brand and generate loyal customers who advocate for your products. Giving customers an excellent experience in every interaction—from the first time they learn about your offer to some day when they contact support—can make the difference between winning and losing. Unfortunately, many product launches become frantic scrambles that arrive late to market or provide fractured customer experiences that undermine innovation and return on investment.

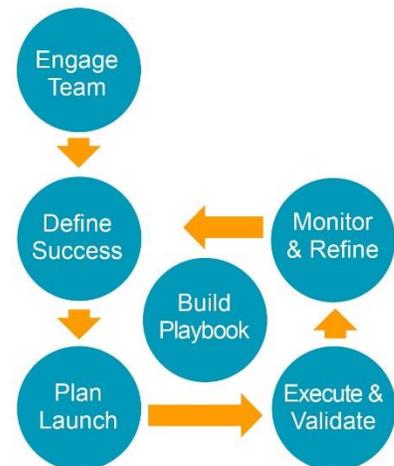
How can your company get consistently better and faster at launching products, while at the same time minimizing risk, increasing quality and providing great customer experiences?

### Our Services

Whether you're at the start of product development or rapidly approaching your launch date, Point B can help you succeed in bringing to market products and services according to plan—delighting customers and meeting return-on-investment goals.

We equip our clients with lasting capabilities, customizing our approach to fit the unique needs and culture of each client. We have found four key indicators of successful launches, which are at the core of our services:

- **Design an end-to-end customer experience blueprint** to unify the team and hold a high bar for great interactions at every touchpoint.
- **Create an accountable launch office** to engage all teams across the enterprise at the right time, define launch success, and lead launch planning and execution.
- **Plan and execute product validation** programs to gather direct customer feedback to improve the product and the launch—testing end-to-end experience in addition to product features.
- **Develop a launch playbook** enabling the enterprise to get better each time a launch is conducted, rapidly get new teams up to speed, and avoid repeating any mistakes and inefficiencies of prior launches.



## Product Planning & Launch

### Why Point B?

#### Point B Offices

Austin  
Bay Area  
Boston  
Chicago  
Dallas  
Denver  
Minneapolis-St. Paul  
Phoenix  
Portland  
Seattle  
Southern California

Point B has deep experience in helping our clients launch market-leading products across many industries, including Technology, Retail, Healthcare and Life Sciences. We have seasoned professionals with product management, marketing and product launch expertise who help our clients deliver the best experience to their customers and realize high returns on their launch investments. We combine our experience in taking products to market with the right mix of analytical problem solving, innovative thinking, and leadership skills to drive meaningful results. Our style allows us to integrate seamlessly with internal teams, and we help develop long-lasting capabilities to succeed after we've completed our engagement. We measure our success by the real-world successes of our clients.

For over 20 years, Point B has helped clients by:

- Defining, deploying and managing companywide launch readiness playbooks for small businesses and Fortune 50 companies.
- Designing and analyzing end-to-end customer experiences to drive customer loyalty and satisfaction.
- Planning and executing marketing programs to enhance return on market investment.
- Launching new channels and geographies to increase market share.
- Delivering campaigns, launch events and loyalty programs to improve sales.
- Planning and executing product validation programs to refine products based on real customer feedback.