

## Marketing & Product Management

### Our Consulting Services

Business Technology  
Digital  
Marketing & Product Management  
Mergers & Acquisitions  
Organizational Effectiveness  
Operations & Process Improvement  
Project Leadership  
Property Development  
Strategy

### Our Practice

Point B's Marketing & Product Management practice helps our clients develop, launch and market exceptional products and services in an exceptional way. We enable our clients to grow revenue, gain market share, and win against their competitors through our experience and insights, our discipline and creativity, and our focus on the customer. We believe market success is a function of getting four core elements right:



#### Right Customers

**Target** the most profitable segments; understand your customer's needs and buying behaviors; hear your customer's voice.



#### Right Products

**Develop** winning products that clearly meet your customer needs; nurture a product road map that is responsive to market dynamics; stay ahead of your competition



#### Right Messages

**Connect** with customers to build relationships and loyalty; develop campaigns to drive demand; track return on investment on your marketing programs. Then, relentlessly optimize.



#### Right Offers/Channels

**Compile** offers that meet your customer's buying behavior; target the right offer for the right channel; focus on channels that cater to your target customer segments.

By focusing on these four areas, our clients are able to reach targeted, profitable customers with products, services and messages that meet customer needs and create loyalty. Point B assists our clients in planning and launching their products efficiently to reach customers in multiple channels with the right offers. We work with our clients to engage their customers through messages and marketing programs that educate and inspire action.

### Our Expertise

Point B has 20 years of history across multiple industries including Technology, Retail, Healthcare and Life Sciences. Our team of seasoned professionals with product management, marketing and product launch expertise can help you deliver the best experience to your customers and realize the best returns on your marketing and product investments. At Point B we always bring the right mix of analytical problem solving, innovative and creative thinking, and leadership skills to drive meaningful results for our clients. Our style allows us to integrate seamlessly within your culture while we help you develop long-lasting capabilities to succeed after we've completed our engagements. Our success is measured by your real-world success – in the short term and the long term.

Point B provides services within the following areas:

**Marketing Opportunity Assessment** – Explore and understand attractive areas of new and existing markets. Our expertise includes analyzing market characteristics, competitive landscape, customer needs, required resources and capabilities, and business model options to enable clients to prioritize opportunities.

## Marketing & Product Management

**Marketing and Product Strategy** – Segment and target the right customers, understand their needs and buying behaviors, and define winning value propositions and products. Our expertise includes segmentation, messaging and positioning, customer analysis, channel planning, roadmap development and product promotion planning.

**Offices**

Austin

Bay Area

Boston

Chicago

Dallas

Denver

Minneapolis-St. Paul

Phoenix

Portland

Seattle

Southern California

**Marketing Programs and Operations** – Acquire and retain customers through effective marketing programs that produce targeted return on investment. Our expertise includes developing marketing plans, campaigns and promotions, incentive programs, and bringing discipline to creative agency management.

**Product Planning and Launch** – Plan, develop and launch high quality products through the right channels on time. Our expertise includes launch success definition, enterprise-wide launch planning and execution, offer and pricing planning, and product launch playbook development.

## Our Client Engagements

The following are a sample of recent Marketing & Product Management engagements:

**Global Technology Company** – A global technology company needed to develop an enterprise wide product launch approach to deliver improved customer experience. Point B brought New Product Introduction (NPI) experience to help develop a launch excellence framework addressing the end-to-end customer journey, including focus on the areas of product education, offer selection, trials and evaluations, the purchasing process, and customer support. We instilled three key practices: 360° customer experience design and mapping, standardized launch criteria across products, and transparent launch governance and risk management. The framework was deployed on dozens of launches and overall customer satisfaction has improved.

**Retail Market Insights Company** – The client needed a go-to market plan for entering South America with multiple new retail locations. Point B helped the client analyze impacts from expanding into the new market and developed the implementation plan to ready people, processes and technology. Point B built a repeatable approach for market expansion for the client, and recommended future process improvements to streamline their international operations.

**Large International Retailer** – The client needed marketing leadership and expertise to launch four new consumer products in the U.S. Point B helped the client manage all aspects of the launch including field operations and marketing campaigns. We helped create an innovative money back guarantee program to more efficiently drive trial in the CPG channel. Point B developed strategies and tactics for our client to display and merchandise the new product line.

**Global Technology Company** – This industry-leading client acquired a software technology company and needed to create and launch a new product line rapidly. Point B helped the client define a new product strategy including branding, messaging, offers, and competitive positioning. We helped define the future product roadmap, and served as Product Manager for the initial release across multiple channels. The newly branded product expanded globally for the client and Point B supported the client in marketing and sales at major industry events, keynote speeches and customer seminars.