

Launching an Online Product

After losing \$2 million per year on professional development products, a not-for-profit company needed to find a way to expand reach while reducing costs, and to create a new product valued in the marketplace

Challenge

- A leading not-for-profit company committed to professional development, sought to enhance the experience for professionals on the domestic and global stage. The Professional Development service offering was struggling with an **outdated strategy, limited product reach, and ballooning costs**. They needed to create a new online product to increase reach while reducing costs, taking into account the following considerations:
- Delivering a strong product that would meet the needs of professionals
- Improving overall program profitability
- Including the features consumers need and want, and that could be directly leveraged in professional practice
- Supporting multiple product lines and geographic regions

Collaborative Approach

- Acquis partnered with the executive and product manager leading the launch. We worked with the client team to **collaborate with key stakeholders across product and operational units** to develop and support a product roadmap that met customer needs and could be successfully executed by the organization.
- We focused on:
- Helping the client **refine their strategy** throughout execution to effectively identify obstacles well in advance, while achieving overall objectives
- Working with the product manager to **understand customer needs** and support the organization in meeting those needs
- Understanding and addressing **internal stakeholder needs** to drive timely execution
- Developing an approach to **navigate the unique intricacies of the organization**

Drive Change

- Enabled a **successful product launch** prior to peak customer activities
- Exceeded customer and client expectations for the new product, **outpacing sales forecasts**
- Helped establish **long-term critical vendor partnerships**
- **Penetrated a skeptical customer base** that previously had little access to the client's Professional Development offerings
- **Delivered a highly visible success story** to the organization, proving that multiple business groups can work together to launch a product

About Acquis

Acquis is a consulting firm specializing in strategy and implementation. We help ambitious organizations solve business challenges that enable sustainable growth and healthy efficiency. We do this by not just designing strategies but also putting them to work.

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