

# Billion Dollar Software Firm Turns to Product Insight For Product Strategy



## Overview

With the acquisition of a growth stage software startup, Product Insight's client set out to execute on its investment thesis. The acquiring company's strategy looked to leverage its customer base and routes to market to accelerate the growth of the acquired firm. This meant they needed to retool the acquired firm's product vision, roadmap, and go-to-market strategy.

## The Project

While experts in their field, the acquired firm needed assistance in leveraging their domain expertise into a bigger strategic plan. Recognizing the challenging dynamics of retaining the entrepreneurial startup culture while leveraging the structure and maturity of a billion-dollar business, the parent company turned to Product Insight to build out the acquired firm's new product strategy.

Product Insight did a comprehensive evaluation of the acquired firm's technology, products, market, competition, pipeline, and financials to assess a baseline of the firms' capabilities, strengths, weaknesses, and opportunities. In addition, Product Insight examined the parent company's routes to market, partnerships, sales team, market reach, and how the acquired firm's technology can be integrated into the parent company's portfolio and technology.

Product Insight then formulated a concise lean business case that utilized the acquired firm's technology and products to solve pervasive problems experienced by the parent company's customer base. Product Insight then crafted a product vision for the acquired firm's technology to integrate with the parent company's offerings and a 24-month roadmap to execute on the strategy. Product Insight delivered a full financial model identifying necessary R&D and Marketing investments, reasonable sales expectations, and a conservative growth projection that illustrated a 5X increase in revenues in 3 years.

*"Product Insight's experience as both Product experts and a former executives was invaluable. They were able to lead our team through the creation of a new product strategy and then champion it with our executives and board.."*

- General Manager,  
Software Technology Firm

## The Results

The new strategy was presented to the parent company's executive team and board. In short order, the strategy was approved and \$10M of R&D and Marketing investments were made to bolster the growth of the acquired firm's technology and sales. Product Insight immediately worked to communicate the strategy to the acquired firm's staff resulting in a new level of excitement and focus on execution. The Parent Company continues to use Product Insight in the execution of the strategy both with R&D and with Marketing and Sales.

**Product Insight: Product Advisory**

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