



Inviso Consulting Group  
Business Strategy



We help our clients on strategic projects including:

- product strategy
- marketing and sales strategy
- competitive analysis
- market landscape
- customer segmentation
- pricing
- time-to-market/process improvement
- cost reduction
- organization design and governance
- strategy implementation

***Our approach suits virtually any strategic issue, and our experience enables us to tackle strategic questions intelligently and efficiently.*** We believe that strategy design is not complete until implementation is planned, and that implementation is not complete until results are measured. We operate at any node in the strategy development cycle shown below.



## Case Study

### Strategic customer segmentation

An enterprise software company with broad product offerings had segmented its customers by size, geography, and industry to organize sales teams and develop targeted software solutions. However, despite vast amounts of information about each customer, the company had not found a way to segment its customers based on their strategic value.

### Customer commitment framework

Inviso worked with senior leaders to develop a segmentation framework that classified customers according to their commitment to the company's full line of products. Inviso analyzed data across multiple dimensions including software products licensed, number of licenses, and the type of licenses each customer purchased. From the data, Inviso developed customer groupings, which, through testing, showed that the groups did indeed have differentiated value to the client.

### Data analysis

### Strategic imperatives by segment

Upon finalizing the segmentation model with the client, Inviso developed strategic imperatives for each category of customers, articulating the value of customers in each segment, identifying the segments sales leaders should and should not invest resources in, and explaining how to move customers to higher value segments.

### Tool design and build

Upon finishing the strategic portion of the project, Inviso moved to implementation. First, business requirements were defined, and a tool was built that enabled sales teams to identify the segment for each customer. Next, Inviso helped "land" the model with field sales teams with training materials, an internal web portal for reports and guidance, workshops, a worldwide community of stakeholders, and help desk support for the field.

### Drove adoption

### Set and achieved goals

Finally, we helped our client set goals for sales teams to move customers to higher customer commitment categories. Over two years, the number of customers in the highest commitment segment increased 6.8% annually, despite a difficult economy.