



Market Viability and Corporate Strategy :: Software Company

PROJECT HISTORY

A custom software company based in Allen, Texas, which provides data and document management solutions had a goal to identify and focus on its core competencies. To meet the current and projected future needs of the marketplace, the company required an accurate vision and mission statement consistent with those competencies. This focus led to a new marketing strategy for the firm which would drive updated marketing collateral to improve lead generation.

CHALLENGE

Before the project began, the company was "all over the map" with its suite of services. Constantly reinventing the wheel, bleeding cash, and fostering bad employee morale, the company had no focus and was trying to be everything to everyone. The client required a rapid determination of its niche market on which it should focus and the appropriate brand messaging to target that niche.

APPROACH

Utilizing Research, Market Planning, Design and Delivery, Wendistry needed to uncover the company's foundation and streamline a process that would lead to updated marketing and business development programs. Wendistry crafted and produced three bodies of information for the client:

- An Internal Audit Questionnaire which included questions about business mission and identity, corporate goals and objectives, business structure, organizational structure, product/service portfolio, pricing strategy, promotional strategy, sales and distribution strategy, corporate communications, and an internal SWOT analysis
- An External Audit Questionnaire which included questions about the client company's ability to meet customer needs, external perception, competitor comparisons, potential partners, contributions to clients' ROI, engagement benefits, caliber of service, and specific criticisms and compliments
- A Market Research Investigation which included exploration of document management, call center services, and system integration consulting industries. Wendistry identified potential niche markets in all three areas, but data and document workflow consulting was ultimately decided upon as the unique value proposition and market position

SUCCESS

The firm had spent over ten years building a solid reputation for automated data and document workflow, capture, exchange, and management solutions. The Audits and Research conducted were a complete success and led to the most profitable new company name, mission statement, logo, and brand message.