



Case Study - Adopt digital faster

Digital acceleration helps leading manufacturer speed breakthrough product to market

Infomentum helped a market leader rapidly evolve and launch an innovative product into exciting new markets by enabling them to **adopt digital faster**.

The need for change

A world-famous manufacturer wanted to enter a new arena of products that was disrupting their core market. To beat competitors in educating and winning a whole new customer and reseller audience, speed to market was the key.

To help turn this business vision into workable reality, they turned to Infomentum's technology know-how. In a time pressured situation, they trusted our active problem solving approach and technology know-how, backed by agile services, to take them way beyond the slower burn approach of most so-called digital acceleration strategists.

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How we made it work

To get the best creative output and buy-in from all stakeholders, we put our unique digital acceleration methodology to work.

Initially, we focussed on understanding the opportunity, problems and business objectives. We engaged a range of stakeholders from across the business and took them away from their work environment to talk and think freely in ideation and customer journey mapping workshops.

The results were extra-ordinary. Some incredible ideas were generated using various frameworks and exercises.

These collective thoughts and roughly sketched table top ideas were then connected through technology by our digital acceleration consultants. The outcomes were focussed; a clear business case, a marketing strategy, flagship stores design and a three-year roadmap.

Momentum gained

Using Infomentum as their digital accelerator, the organisation quickly evolved their innovation into a real prototype market solution that could be feasibility tested, refined and launched – with short time lines and secure long-term financial commitment.

It's already out there, penetrating new markets and generating revenue while many competitor strategies remain expensive work in progress.

Key deliverables achieved

- An eCommerce platform design with learning and education at the core
- Identification and development of customer and trader personas
- Marketing strategy for the product launch and growth
- A physical flagship store design for 13 countries
- A prototype for an omni channel trader and customer app based on gamification
- A strategy to maximise the footfall (success criteria for advertising)
- A design for a bonus club for trade engagement utilising the existing relationship touch points

Results at a glance



Innovation rapidly evolved



Marketing strategy enabled



Business case established fast



Technology prototype tested



Quick launch to market



Flagship stores designed

