



Tactical Clarity™ : Laptop Computer BU

- **Problem:**
The market was heavily commoditized and the BU assumed that price was the only available weapon. They thought they needed a go-to-market plan.
- **Solution:**
Customer insight led to a plan that included major product and infrastructure differentiation in a market that seemingly had little.
- **Results:**
Saved investors the costs and time commitments of further high-risk investment.

Get-Clarity™ Process

