



# Tactical Clarity™ : Software BU

- **Problem:**  
The software BU of a major computer player needed a plan to address the emerging service provider market.
- **Solution:**  
Found the market so ill-served at the time that basic functionality was more important for market success than building out various turnkey modules. Later came back to the more mature market and recommended more differentiated plans.
- **Results:**  
The company has been a leader in serving SP's over the ensuing years.

## Get-Clarity™ Process

