



Strategic Clarity™ : Solutions Vendor

- **Problem:**
Fortune 100 company faced major attack by much larger competitor with dominant market share, installed base stickiness, superior cost structure and broader customer relationships.
- **Solution:**
Identified a series of offerings, capabilities and go-to-market initiatives to catch up, drive differentiation, build the partner base and get customers' attention.
- **Results:**
Still in implementation over the next 2 years. Major impact at all levels of the company.

Get-Clarity™ Process

