

Case study

Software vendor – product development and marketing support

a. Background and objectives

This US software vendor had a UK base for its European operations. It was relatively new into a market that MCL knew well – fashion retail – and needed support in how its software should be developed and marketed.

Its existing experience in the UK was focused on IT, product design and garment manufacture. It had identified that it would benefit from input on the retail market, methods of working, training delivery and project management.

With MCL's history of skills transfer to its clients, the software vendor was also keen to become self-sufficient in these areas as soon as possible.

The client had a new software suite and a legacy application that was still being supported. They wanted to up-sell the new suite to these clients so that they could discontinue the legacy application.

b. What we delivered

The MCL team delivered these complementary strands of work for this client:

- Product development – our specialists helped the core US team to make improvements to its software, based on feedback and our industry experience. Retail having different pressures and methods of working than manufacturers, this allowed the client to broaden its appeal.
- Project management – the client wanted MCL to transfer many of its project management skills to the m. Our team duly helped them to plan projects in a structured and consistent way so that they would stand the best chance of being delivered on time and budget. Also so that not only were objectives met for the project, but also so that clients' expectations of the software were realistic, ie undeliverable features were not promised by the sales team.

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- Marketing – MCL helped the client to market to retailers. This involved guiding their sales people to focus on the issues that would be most important to them, while being able to demonstrate an awareness of the end-to-end processes that would be supported by the software. We also encouraged them to focus on the improvements that their software would make to the methods of working of their clients.
- Training services. The MCL team helped its client to use industry best practices as the basis for their training. As a result, they adapted their training programmes so that they were based on functions within their clients rather than modules of its suite.

c. Results

For our direct client, they secured their first large-scale deal using the input we provided. Beyond that, the client had more structured and targeted methods of marketing and delivering projects.

MCL also delivered specific improvements to the basis for the software vendor's clients to base their ROI calculations.

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