

## Product Development and Strategic Marketing

Product Development and Strategic Marketing in the technology sector hold a number of unique challenges which need to be overcome to achieve commercial success.

These include:

- Describing innovative services so your target clients can understand them.
- Clarifying differentiating points without creating technical confusion.
- Ensuring you describing a deliverable, measurable solution.
- Ensuring you describe a commercially viable solution.
- Meeting legal and service delivery requirements.
- Managing change in a fast moving competitive environment.
- Aligning operations practices to product intention.
- Manage service delivery within an appropriately planned cost model.
- Optimising technology solutions to match the investment constraints.
- Aligning with partnerships, alliances, direct, indirect and online sales models.

Vandis brings extensive expertise in new technology product and service development aligning the technology components with the business realities in a commercially viable manner.

It is the traditional management disciplines which will ensure the initiative remains managed within commercially constraints and focussed on the value and scalability to the target client base.

Call to discuss how Vandis can help you to bring your technology based products and services into a commercial reality.