



Strategic Business Development
Recommendations
Shared with (Company)

Research
Analysis
Design
Execute

INTRODUCTION

This document contains the Strategic Business Development – Recommendations (SBDR) produced from the RADE process. The purpose of this document is to provide the Senteon team with recommendations to review, prioritize, modify, accept or reject. Additionally, supplemental research may be undertaken if needed. The results of the SBDR review process are anticipated to define the SBD Final plan execution tasks and considerations.

The orientation of the recommendations and supporting hypothesis are towards the strategic development of the company business in the market. Each section provides information in the following order specific to the section subject(s):

Recommendations

Analysis Keys

Hypothesis

The Analysis Keys provide general context derived from the research and analysis conducted and represents the distillation of direct customer input about the section subject matter.

The Hypothesis is based on the general conditions and practical situational analysis referred to in the Analysis Keys to recommend the actions in the Recommendations.

Note: This sample document contains information and recommendations derived from DG's signature system of processes and analysis.

DG provides service-oriented strategic guidance and operational capabilities at a number of levels, engaging with our clients to use data, analytics, and proven technology to define, develop, and achieve strategic business objectives. Our practice positions clients for success by revealing the present state of their business and solutions within given markets, identifying paths and risks, and providing tactical resources for accelerated success.

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The information contained in this document is current as of 2 Dec 2016.

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COMPANY

This section provides the context for the overall framework which forms the base hypothesis for the various recommendations in this and other sections.

Recommendations

The company should, when it is ready to launch and has proved its first solution, describe itself as a provider of advanced technology **solutions** for (information withheld to ensure confidentiality). The operative and key words being *advanced* and *solutions*.

The objective here is to establish the base for differentiation in solutions (whether products, services and/or integrations) today and into the company's future.

It is recommended that the company personnel and documentation adopt the *advanced solution* nomenclature in its internal culture. Advanced solutions include products, services and integrations. (SOLUTIONS section)

The company should prepare a Growth roadmap that includes the availability of key resource areas that are needed in its profile practically and strategically. The key resource areas should include (in addition to the Admin, Finance, HR):

R&D

Solution Development, Research and QA

Solution Life Cycle Management

Solution and Customer Support

Marketing & Sales

Business Development and Support Services

The *Growth* roadmap should be segmented into 4 general stages that coincide with the company's recommended set of technology solutions roadmap and the solution version life cycles (SOLUTIONS section).

Pre-launch (today)

Market Introduction Stage (2017)

Growth Stage (2018)

Maturity Stage (2019)

It is recommended that the company acquire and/or configure the resources to support the suggested areas organically where practical or via strategic trusted outsource where more beneficial due to budget and time constraints. The company should represent these support capabilities to the market as part of its initial sales pitch.

The objective here is to provide an internal and external representation of the company's capabilities and depth in line with a profile of 'more than a start-up' position and customer expectation.

It is recommended that the company adopt a form of RACI model in support of its processes and operations.

Analysis Keys

The company, today, is considered a start-up from a market, solution, competition and resource perspective. The company's core technology set can be considered as advanced in its approach that is more focused on the O/S level of manipulation than other technologies which have based their solution architecture at a more abstract layer (Microsoft excluded). Starting with that differentiator the company will be well served to extend its core technology approach (as it is planning to do with more IP patents) to other platforms and O/S. Additionally the company will be better served by aggregating key solutions supporting data analytics and other value add integrations.

Differentiation will be key to the company's success in the evolving market.

In a start-up profile the company will be viewed and treated as such by potential customers and partners. Considering the current fluid nature of the market (MARKET section) for the company solution the fact that the company is a start-up works to its advantage but only in a limited way. Most of the types of customers the company will want to build its business upon will want to test the company's solutions before buying unless that challenge is overcome by a revolutionary or disruptive solution offering not available elsewhere. Even then a modicum of proof of concept may be required.

So, the positional challenge to overcome is not only dependent on the values provided by the company's solutions. Credibility and value in the market is also presented by the posture of the company, its scope, its resources and its differentiation going forward based on a clear advanced set of solutions available to the customer.

Hypothesis

It is better to differentiate and position the company as a **market start-up** that has developed a base technology solution over the last 2 years which will lead to a published growing set of integrated related solutions (products, services, integrations, partners) and has accordingly organized and implemented the resources inherent in such a profile. The company's market launch is predicated on an MVP from which it should project to build an advanced or forward looking solution set that is responsive to the evolving market needs (such as advanced analytics, integrations, SaaS, etc.) without giving away the actual technology descriptions but instead focusing on the value/benefit areas it will address.

It is better to provide this Growth road map at the onset of a customer relationship so that a customer can project a long-term value to the company's offering versus the challenge of trying to fit the company's solution(s) into their existing stack of vendor's (COMPETITION section) and then get into a feature/function comparison battle that can drain company resources on one off basis. This will provide a strong initial differentiation to the company and its solutions while also providing valuable commercial contractual framing opportunities.

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