

New Product Introduction

Business Challenge

Our client is an Enterprise Software company that has developed a new product in their policy automation suite for the property and casualty insurance industry that leverages third party industry standards data through direct systems integration.

The key issues that faced our client were:

- Developing new product without fully quantifying market need and opportunity
- Inability of existing organization to support product compliance and maintenance of constantly changing third party standards and data
- Lack of product and services pricing strategy
- Need for partner strategy to support customers as new compliance organization is designed and established
- Lack of formal process for understanding market need before developing products
- Need to expand partner relationships to provide new services for organizational support

Client & Engagement Quick Facts

- Project Duration: 4 Months
- Five person team
- Geographies: CA

Our Solution

As part of the plan for new product introduction, a multi-initiative program was developed to address the issues our client faced. The Stage-Gate model was introduced for the planning, development and introduction of new products to market. An organizational needs assessment and future state with roles, responsibilities and processes were defined.

Kenny & Company led key initiatives to include: Implementation of multi-phase process and framework for bringing new products to market; Designed new compliance organization to support new product, manage third party resource and coordinate partner activities; Defined partner strategy to support compliance organization.

Business Benefits

Kenny & Company assisted our client by bringing a new level of maturity in their product strategy, designing a new organization to support a new type of product with compliance requirements, establishing a partner strategy.

- Process for bringing products to market
- New Compliance Services model and revenue opportunity
- Deepen partner relationships and establish new joint revenue opportunities

About Us

Kenny & Company is a management consulting firm offering Strategy, Operations and Technology services to our clients.

We exist because we love to do the work. After management consulting for 20+ years at some of the largest consulting companies globally, our partners realized that when it comes to consulting, bigger doesn't always mean better.

Instead, we've created a place where our ideas and opinions are grounded in experience, analysis and facts, leading to real problem solving and real solutions – a truly collaborative experience with our clients making their business our business.

We focus on getting the work done and prefer to let our work speak for itself. When we do speak, we don't talk about ourselves, but rather about what we do for our clients. We're proud of the strong character our entire team brings, the high intensity in which we thrive, and above all, doing great work.

Who We Are

Partner Led

Our Partners are personally committed to our clients and lead every engagement.

Experience, Perspective and Passion

We average over 20 years in professional services and bring tailored approaches to every client engagement.

Focused, Collaborative, High-Impact

We work side-by-side with our clients in highly focused teams to solve complex business problems.

Client First

Our highest priority is our client's professional and personal success. We believe clients should expect more.

Guarantee Our Work

We guarantee our clients complete satisfaction every engagement every time.

Contact Information

Firm Headquarters

Serving San Francisco, Silicon Valley & Los Angeles

1710 South Amphlett Blvd.

Suite 302

San Mateo, CA 94402

Northwest Office

Serving Portland & Seattle

707 SW Washington St.

Suite 925

Portland, OR 97205

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www.michaelskenny.com.

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For inquiries: info@michaelskenny.com

