



Case Study: The Scalable Business

Are you positioned to scale and achieve hyper growth?

You may have solid product(s) but is your organization ready to support the onslaught of new customers? Wait, aren't new customers supposed to be a good thing? The answer is actually yes *and* no.

- Are you recreating the wheel every time you get a new customer?
- Are your implementation estimates based on the "WAG" or "wing it" methodology?
- Do you often have to go back with change orders because the original implementation estimate was not accurate? Or, worse yet, are you absorbing the cost over-runs?

Is your business systematized?

Can you quickly repeat previous successes with reliable results? That is the \$1,000,000 question that we can help with. Often you are missing the people, systems and processes for scalable, sustainable growth. Many product companies lose money on the implementations instead of creating a solid services revenue stream.

Scalable businesses achieve hyper growth through

- Stability
- Consistency
- Predictability

If these issues sound familiar, following is a case study from one of our recent clients.

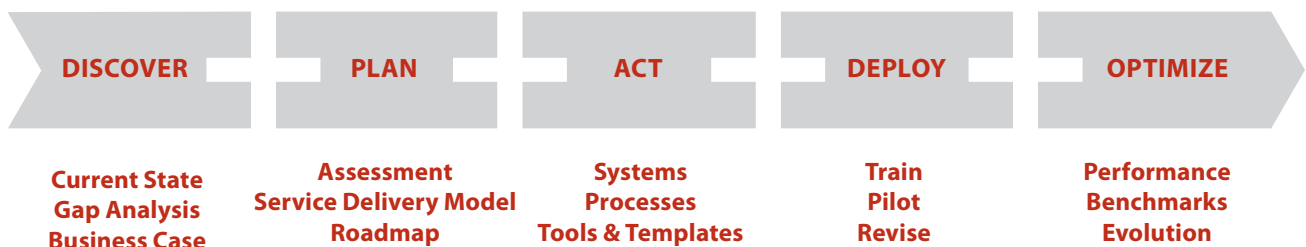


What was the problem?

One of our clients, a software development company, was having difficulty delivering a software product in a predictable time frame. This was also impacting their ability to budget correctly. They were also feeling that they were recreating the wheel each time they started a project, as there was no established process.

We provided a process or methodology that was simple to understand, repeatable and removed the guesswork. Our approach looked something like this...

Our Process:





Using this model we helped this software development company focus on five specific areas:

1. Intellectual Property (IP) creation
2. Management of the IP
3. Service delivery methodology
4. Quality Control / Assurance
5. Client Relationship management

ITK conducted an assessment at the start of the engagement through individual and group interviews focusing on specific departments, functions, and business process within the client. We also analyzed five of their previous services contracts, comparing the delivery elements, timeframe and cost. We looked for both what was done right and wrong. After all, success (and the lack thereof) leaves clues.

This information was then compared with best practices to understand what the software creation and delivery process looked like when done right. We identified the required protocols, tool sets, templates, etc. necessary to scale their services organization. We were then able to establish the “true cost” of implementing their product. And, here’s the important part, we were able to take the guesswork out of the process. Translation: we also were able to help our client earmark projects that make sense to get involved with and projects that do not.

Deliverables: Sample Tool Sets / Templates

- Project Charter
- Implementation Project Plan
- Project Milestones
- Scope Management
- Integration Management (with other software/ systems)
- Risk Management
- Communication Plan
- Issues Management
- Testing Plans
- Training Plans
- Quality Control

Final Thoughts:

In addition to the 5-Step Process previously mentioned, we utilized standard project management phases and approaches to clearly define the client’s service offerings or Professional Services Capabilities.

Following such a methodology provided a structured approach and provides detailed guidance on roles and timeframes required to perform activities at the right time. That’s shorthand for repeatable. Creating a service delivery model specific to their product increased the accuracy of the implementation proposal, profit margin on the engagement and customer referrals. It also helped avoid more than a little stress, specifically during the planning and budgeting process. Our client is no longer recreating the wheel every time a new contract is signed, which has led to greater profits on each engagement.

Outcomes:

- Provided a structured and repeatable process
- Improved reliability of milestone timeframes
- Increased accuracy of proposals and profit margin
- Customer referrals went up

About ITK:

ITK Solutions Group provides the framework, methodology and partner services to help growing companies achieve their desired results. We focus on the business operations, and ways to make them work better, so you can focus on the rest of your business.

Find out how ITK Solutions Group can + your business, like we helped the business you just read about by contacting Chad Russell-Koblin at chadrk@ITKSolutionsGroup.com — or call 720 273 8336.