

“We knew we needed to improve how we managed growth. We struggled with the front-end research and how to leverage our customer feedback.

Group Atlantic gave us both the principles and the practice to help us evolve in how we operated — which in turn has enabled us to spread it across other areas of the organization and sustain it.”

VP of System Integrator Solutions

How to Exceed Your Growth Goals — A Success Story



A global network infrastructure company had focused on cost reductions and line extensions for several years. This plan resulted in the company falling short of revenue growth and margin goals. The Executive Leadership Team recognized that a structured corporate growth initiative was required to address the revenue and margin shortfalls. Group Atlantic was chosen to guide the company through the Market Powered Growth (MPG) process.

Client Profile

Founded in the 1950s, this global organization helps business clients maximize their operations required to do business in today’s digital environment.

Headquartered in the US, the company operates in over 100 countries and employs thousands of associates worldwide.

This organization invests in advanced research, solutions-focused product and software development, world-class manufacturing, and collaboration with customers at the forefront of technology.

Client Environment

Corporate revenue growth was not meeting goals. The leadership team decided that a coordinated, corporate effort was required to address this issue, and called for an initiative to ensure that significantly improved results were systematically delivered.

Successful Solution

Group Atlantic was hired to support the implementation of a proven solution — the Market Powered Growth (MPG) process. \$20M new growth revenue was achieved at 65% gross margin by the third year exceeding initial goals. This was a substantial result for the \$300M

"Group Atlantic's guiding principle is to provide our customers exceptional quality and lasting value on every engagement."

J. Scott Stribrny
President & Founder

"Group Atlantic provided us the framework to execute and then performed the MPG process with us. The use of bi-weekly demos made us very prepared for our executive team read-outs. The business plan presentation went very smoothly and was approved because of the comprehensive data we had behind our plan. The sales success was just a byproduct of the process."

Senior Program Manager

"The MPG output was successful from our first sales pitch. As a result, I was able to scale my team and the projected revenue targets year over year. We exceeded our financial goals every year and expanded the offering to the global platform. This initiative significantly contributed to a new solution culture."

Senior Sales Manager

Current state analysis identified that the global organization focused much of their efforts on the distribution channel and did not have a great understanding of the end customer applications and needs.

This resulted in a lack of new offerings and intellectual property that had been a long tradition for the global organization. This was identified as the root cause for the revenue and margin growth shortfall.

Solution

Group Atlantic guided four individual growth initiative teams through the MPG process by coaching the teams and guiding them through the process structured implementation.

- ❖ Scrum meetings were established.
- ❖ Deliverable demonstrations were established.
- ❖ Retrospectives were completed by each team under Group Atlantic's guidance.
- ❖ The teams planned and executed each of the 8 MPG steps.
- ❖ Alignment with the leadership team enabled achievable scope and goals to be established.
- ❖ The Voice of Customer (VOC) objectives and questionnaires were developed.
- ❖ VOC was executed.
- ❖ Pilot solutions were validated with each targeted customer segment.

A major milestone was the delivery and presentation of detailed business plans to achieve the goals set out in the alignment phase.

- ❖ All 4 teams delivered the business plans on schedule.
- ❖ All 4 business plans were approved since they were based on unmet customer needs that each team uncovered.
- ❖ The execution of the business plans from pilot to scale resulted in the revenue and margin growth expected.
- ❖ One team achieved a \$20M new growth revenue at 65% gross margin by the third year exceeding initial goals. This was a substantial result for the \$300M division.

Market Powered Growth

A proven process that leverages voice of customer input into actionable plans that lead to:

- ❖ Substantial and profitable corporate growth revenue.
- ❖ New IP protectable offerings.

