



OUR EXPERTISE

New Product Introduction Assessment

Innovation is increasingly playing a central and vital role in most industries. In the high-tech sector, innovation has rapidly become the essential strategic differentiator - yet whilst many companies strive to embrace innovation and manage to launch initiatives these efforts can lack long-term momentum and achieve unpredictable success rates.

Launching a new product can be accompanied with the unexpected. Product development inevitably takes time and the launch date generally happens in mid-to-long-term future, where you can't merely assume conditions will match today's market dynamics. Often these factors are part of the learning curve, but with substantial time and money investments at stake how much can you afford to deal with the unknown?

If you are considering or are already developing a new product or service and questioning how to maximise this opportunity and to competitively position the product, the Stratos *New Product Introduction (NPI) Assessment* is here for you. NPI Assessment is part of the **Go-To-Market Strategy** service within our **Strategy Consulting Practice**. We aim to support your decision-making, helping you to plan the product introduction within the context of a future market launch. Our service aims to highlight (and where possible mitigate) unwelcome surprises well before launch when your organisation can still manage it successfully.

For best results our approach combines statistical and expert interviewing methods, which our broad experience has proven provides a more robust forecasting framework.



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Key parts of Stratos NPI Assessment service include:

- Market segmentation assessment and distribution channel prioritisation.
- Relative competitive strength of the product:
 - ▶ Overview of relevant competitive products today and in the future
 - ▶ Strength and weakness analysis versus your key competitors
 - ▶ Core Competency Management
 - ▶ Relative strength against your internal portfolio
- Lifecycle demand volume scenarios, including sell-in and sell-out volumes.
- Opportunity / Risk assessment including:
 - ▶ Upside and downside volume
 - ▶ Impact on the rest of your own portfolio
- Recommended Opportunity / Risk mitigation adjustments:
 - ▶ Key product features
 - ▶ Launch price and expected price erosion
 - ▶ Time of launch analysis, with regards to market seasonality and competitive launches
 - ▶ Length of time on the market
 - ▶ Channel distribution and exclusivity
 - ▶ Demand and market share estimation, with regards to the total available market size of the target segment

If you'd like to know more about how Stratos can help you reach your full potential and address your management needs, please contact us via the website (www.stratos-mc.com), email or call us for a confidential and informal discussion.
