



SITUATION:

A business unit of a medical device company was significantly underperforming financial growth targets.

CHALLENGE:

The business unit had an established product set and some initial business but could not effectively compete in a market in which the company had other products.

SOLUTION:

Key Assessment Process involving competitors, channels, internal teams, market analysts, and an E-Team. This project used Northpoint's Blue Highway framework.

RESULTS:

Northpoint's analysis uncovered that the business area had four times the revenue growth potential originally believed. As a result, investments were made, including acquisitions and alliances to build a more effective value proposition.

SUCCESS STORY

Industry:

Medical Device

Practice Areas:

- Strategic Planning
- Market & Channel Strategy
- Market Entry & Market Research

ABOUT

Northpoint Business Advisors

Since 1995, Northpoint has been successfully helping companies of all sizes accelerate revenue growth. More than 200 companies have discovered the value of engaging Northpoint to take a comprehensive look at their existing business models and strategies. And we think you should as well.

Northpoint offers a full range of services that will help your organization drive growth:

- Strategic Planning
- Market & Channel Strategy
- Market Entry & Market Research
- Sales Enablement
- Sales Operations
- Innovation Acceleration



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