



SITUATION:

A mobility & imaging device company wanted access to an innovative technology platform.

CHALLENGE:

The client was too far behind the market to develop a product organically. The company needed to acquire and assimilate a new solution and then integrate the new product into an existing suite of products.

SOLUTION:

Assessment of the market and key participants, including competitors. Used competitive intelligence-gathering tactics, including stealth-mining.

RESULTS:

Developed and vetted a list of priority acquisition targets. Subsequently intercepted the top target to complete M & A process.

SUCCESS STORY

Industry:

Medical Device

Practice Areas:

- Innovation Acceleration
- Strategic Planning
- 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

