



SITUATION:

A leading medical device company was seeking new avenues for more profitable revenue growth.

CHALLENGE:

Profits margins at this mobility and imaging medical device manufacturer were compressing and the company needed a stronger mix of recurring revenue streams.

SOLUTION:

Northpoint utilized the Pathways to Growth methodology and analyzed the company's current technology and revenue engines. The team also explored new opportunities for strategic partnerships, alliances, licensing, and M & A.

RESULTS:

A strategic alliance with a European software firm added new capabilities to the existing revenue engine and supported seven new customer applications. Created favorable points of competitive differentiation vs. alternatives in the market.

SUCCESS STORY

Industry:

Medical Device

Practice Areas:

- Strategic Planning
- Market Entry & Market Research
- Innovation Acceleration

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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