



**SITUATION:**

Water systems company needed to accelerate revenue growth and to increase engagement of executive team.

**CHALLENGE:**

The client had an excellent product portfolio but was not optimizing market penetration and channel coverage. The client also wanted to analyze potential opportunities for disruptive market actions.

**SOLUTION:**

The Northpoint team applied the Business Intensification Process to identify key areas for improvement through a highly engaged cross-functional team. The team had a charter to focus on 2-5 areas to generate incremental revenue in a maximum 6-18 months. Also applied the Northpoint Strategic Choice Structure framework.

**RESULTS:**

Pricing study completed which provided \$6.5M to bottom line. Identified a new \$1.0B market and technology opportunity. Increased channel and market access by 150%.

**SUCCESS STORY**

**Industry:**

Water Technologies

**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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