XaaS and Managed Services Co-Creation Engagement

Solution Overview

Help your partners create their own, differentiated XaaS and managed services offers and accelerate their time-to-market and profitability. The nVision XaaS and Managed Services Co-Creation Framework takes a customer-in approach to ensure your partners' offers are aligned to customer needs and accentuate both your competitive differentiation and that of your partner. This reduces risks, costs, and friction, and will speed time-to-market and optimize launch performance

Duration: 1-6 Month Engagement (depending upon requirements)

Key analysis areas

- **XaaS Service Ideation Design Thinking Workshop**
    - » Market Problem Statement Defined
    - » Target Use Case Definition
    - » Target Customer Profiling and Segmentation
    - » User Persona Definition and Requirements
    - » New Service Concept Developed:
        - » Vendor Elements
        - » Partner Elements
        - » Ecosystem Elements
    - » Candidate Service Definition and Prioritization

- **XaaS Service Creation and Definition**
    - » Branded Service Names
    - » Service Description and Positioning
    - » Service Feature Definition and Differentiation
    - » Service Value Propositions
    - » Service Level Agreements
    - » Marketing Requirements
    - » Sales and Routes to Market Requirements
    - » Delivery and Customer Success Requirements
    - » Packaging and Pricing
    - » GTM and Launch Planning

nVision XaaS and Managed Services Co-Creation Framework

Service Discovery & Ideation → Target Market Validation → Service Co-Creation → [Marketing Readiness, Sales Readiness, Operational Readiness, Ecosystem Readiness, CX Readiness] → Structured pilots → Launch

In a digitized world, business is delivered through innovation that enables business performance and value realization.

From vision to execution, nVision can help you achieve your business objectives, capture key market transitions and develop sustainable strategic and competitive advantages.