XaaS and Managed Services Portfolio Development
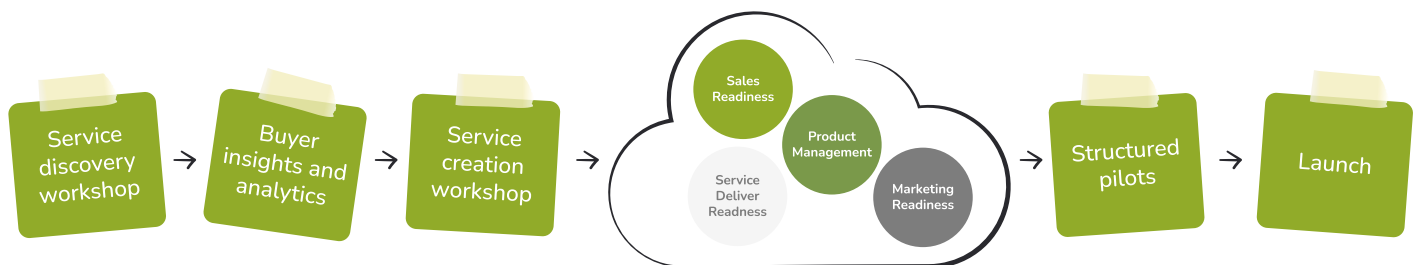
Solution Overview

Utilizing the nVision Agile Service Creation Framework, we can help you quickly bring new XaaS and managed services offers to market and ensure they are aligned to customer needs and deliver strategic differentiation and sustainable competitive advantages for your firm.

Duration: 1-2 days to one month

Key analysis areas

- **XaaS Service Ideation Design Thinking Workshop**
  - » Target Use Case Definition
  - » Target Customer Profiling and Segmentation
  - » User Persona Definition and Requirements
  - » 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 Agile Service Creation Framework

Service discovery workshop → Buyer insights and analytics → Service creation workshop → [Sales Readiness, Product Management, Service Deliver Readness, Marketing 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.