

Product Leadership Transformation

Achieve Product Superiority and Become a Market Leader

In the race to become a leader in today's highly competitive marketplace, the challenge for companies is to consistently deliver products that consumers want ahead of the competition. While many companies rely upon traditional operating models such as Customer Intimacy or Operational Excellence, an alternative strategy with a focus on superior products has emerged called Product Leadership.

Companies striving to be market leaders adopt Product Leadership to consistently deliver superior products to consumers, differentiate from the competition, increase channel opportunities, and drive revenue growth. While processes have matured and approaches and tools are now available to make the transformation to Product Leadership, it can still be complex and overwhelming.

Kalypso can help. Our team of experts can help you transform your organization and product development approach to achieve product superiority by delivering innovative products that meet ever-evolving customer needs.

Product Leadership Transformation

Increased competition and shorter product lifecycles have caused companies to focus more on Product Leadership as a business strategy. Because the transformation can be arduous, Kalypso's Product Leadership Transformation model is designed to ease the complexity by helping clients develop products that win with customers, achieve profitable product innovation, and separate from the competition.

At Kalypso, we provide guidance in developing a Product Leadership Transformation strategy and roadmap, enabling you to transform your current approach to a product design, development, and management process driven by the consumer.

Our process ensures success by helping you to identify product champions to lead the transformation internally, and involve all functions across the enterprise in building and adopting a comprehensive Product Leadership business model that aligns with your strategic goals.

Kalypso's Product Leadership Transformation is an integrated process focusing on the interrelationships between the following key elements:

- Human Capital Organization
- Consumer Insights & Value Management
- Customer Strategic Alliances
- Ideation and Idea Management
- New Product Development Process
- Product Lifecycle Management Technology
- Portfolio Management
- Roadmapping



How to Transform

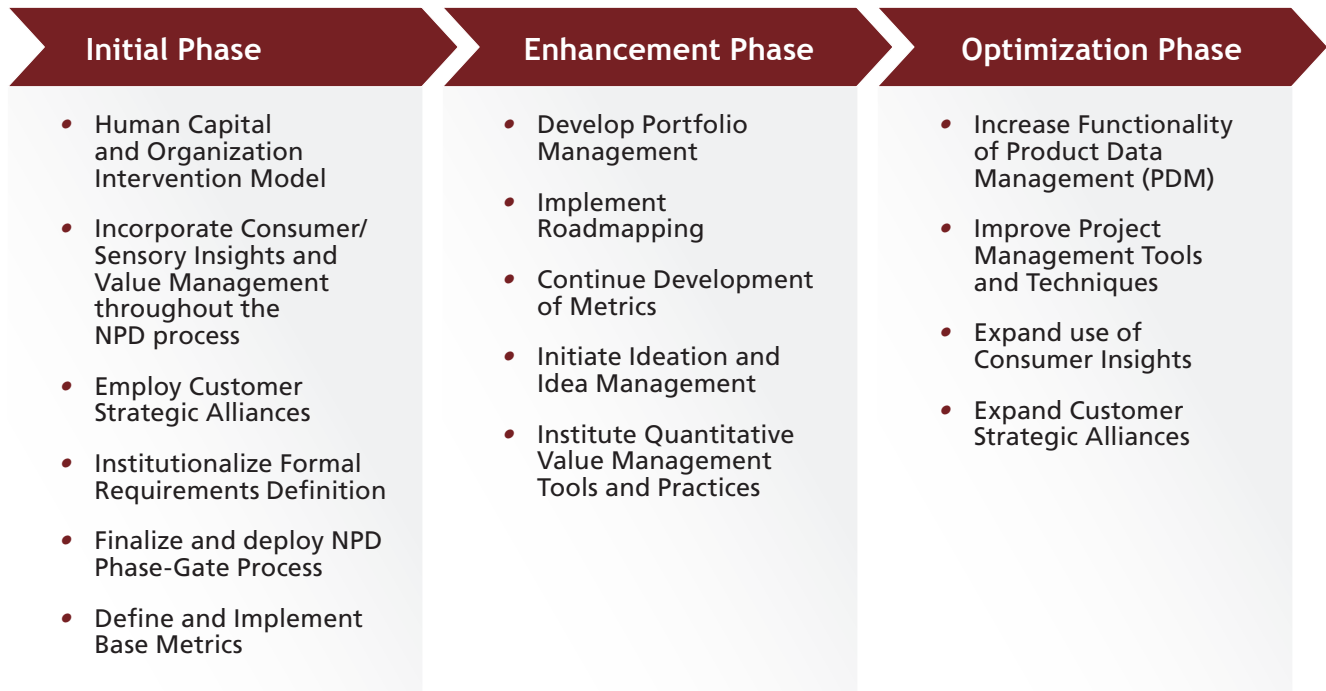
The first step of Product Leadership Transformation begins with our Innovation Engine Diagnostic to measure capability and improvement opportunities across People, Products, Innovation, Strategy, Process, and PLM Technology. Our team has the unique ability to diagnose your current situation, make comprehensive recommendations, and provide ongoing assistance during the transformation.

Kalypso's Product Leadership Transformational Roadmap:

Building Product Leadership Infrastructure

Develop Product Leadership & Organization Operating Model

Functioning as a Product Leadership Organization



Unlock Your Potential

With a focus on innovation and product lifecycle management, Kalypso's Product Leadership Transformation can help you stake your success on superior products based on real customer demand, and help you become a product leader in your industry.

About Kalypso

Kalypso is a consulting firm serving the world's most innovative companies. The firm helps clients to deliver on the promise of innovation. Service offerings encompass all aspects of innovation including product strategy, development, introduction, commercialization, lifecycle management, and PLM systems selection and implementation. In addition to the firm's deep industry, technology, operational, and training expertise, Kalypso provides a flexible, collaborative approach to deliver unparalleled client satisfaction.