

The Complete Product

Practicing the Art and Science of New Product Development

Successful innovation and new Product and Service development

is a vital way to achieve business growth, market differentiation, customer loyalty and profitability.

If your innovation engine is performing well the benefits can be substantial.

Consider one of today's classic new product successes:

"In the third quarter of 2009, Apple's iPhone division delivered \$1.6 billion in profits, while Nokia earned just \$1.1 billion. What makes these figures eye-popping is that Nokia's global handset market share hovered around 35% while Apple's was less than 3%." [Source [TechCrunch](#) 11/11/2009]

So what does that mean? It means you don't have to be the biggest to be the most profitable—but you do have to be the most highly differentiated. It means the leverage to be gained from innovation and new product leadership can be orders of magnitude.

But the Business Challenges to achieve strong business growth can be substantial:

- Should future growth plans focus on market expansion, channel extension, business acquisition or new product and service developments?
- How should the innovation and product development goals be achieved?
- Does our development process provide all the necessary consistency, transparency and rigor.
- Have we done the market research and industry homework? Do we have the right planning and control systems in place to track our success? And is the accountability clear for all the key roles?
- What about our internal teamwork, collaboration behaviour and communications practices? Do we have the reward programs and cultural norms necessary for positive risk taking and exciting innovation?
- Do we have suitable, motivated and experienced people and do they have supportive commitment from executive management?

The Complete Product provides Services

that improve the performance of our client's new product development capability and generate new, technology based, product and service innovations.

Our advisors are familiar with the challenges faced by both large and small businesses striving to grow, compete and maintain profitability through new products and services. We can provide the expert knowledge and practical advice that you need to optimise your innovation engine.

Whatever shape or scope the challenge, The Complete Product team can help. Perhaps your business is struggling with a product development strategy or the innovation process needs re-engineering or perhaps that execution practice just needs more horsepower.

The Complete Product takes a very personalised approach to consulting. Your Complete Product advisor takes the time to understand your particular business and to find practical solutions to fit your organisational culture and business objectives. Then, your Complete Product advisor works in partnership with you to help achieve the desired results.

And Our Service Promise is very simple: "If we can't add value, we won't add cost".

Our User References illustrate some of the confidence in our results (as shown by this recommendation given to The Complete Product's Director Steve Hansen):

"Steve has proven to be one of the most creative and innovative [consultants] ... leading an initiative to move a key client from CPE to SaaS which has led to completely repositioning [us] in the eyes of the client. His efforts are proving to be the foundation for significant future business, and I believe will be the blueprint for how we go forward in the future. I highly recommend Steve as one of the strongest execs I have ever met." [Vice President, Global Telecommunications Industry, Unisys]