

CASE STUDY

SaaS Company Becomes Industry Leader



Setting Priorities and Introducing Product Management Processes Key to Success

Problem: A start-up was in the right place at the right time but struggling to get a product to market. They had the business plan, the talent, and the funding to take advantage of a lucrative market opportunity. Yet, after investing 18 months and several million dollars, they had no product to show for their effort.

Solution: Progility Partners helped to deliver the product and lay the groundwork necessary to become an industry leader by identifying two main obstacles that were hindering progress: first, the developers weren't focused – they would start work on one task and then be asked to shift gears to work on something else; and second, the team lacked disciplined product marketing practices, which meant that there was no structure for tracking, assessing, and reporting issues – an essential component of the development program. Progility Partners worked with senior management to achieve consensus on those activities that would provide the highest value, and to commit resources to those activities. In parallel, Progility Partners introduced product management principles and project management processes to the group.

Result: Within 6 months the start-up had effective processes and practices in place, and they succeeded in releasing their new product within a year. In less than 3 years, they grew annual revenue from zero to \$10 million and established themselves as one of the leading players in their field.

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