



The MIP: Information in Action

Success Story #1: Engineering & Surface Analysis

What do you do when your company is one of two leaders sharing a market and your key competitor brings on a new technology a whole year before you do?

The MIP's* unexpected answer: market research on the back of a bingo card. Much to the surprise of our client, this inexpensive research tool helped them to decide:

- Was there a market ?
(the answer was "Yes!")
- Where was the market?
- Approximately how big? and
- Which applications would guarantee a successful new product launch?

What followed?

- Business plan for the new technology
- Suggested shift in technology to differentiate the product, creating a niche of its own and making it more competitive
- Brochure and ad
(To quote the VP in charge of the project: both were "the best he had seen [in nearly 25 years] with the company!")
- New product launch
- Coordinated technical article
- International Sales meeting & introduction

Consulting Time: 24 days

Outcomes:

Promotion:

The engineer who had been thrust into the position of marketing manager was promoted to VP Sales & Marketing, largely based on the success of this new product. Eighteen months after the launch he called to report the good news (see below).

Increase in share value:

"Over the past 8 months our stock has risen from \$9/share to \$16/share, and we believe you were the catalyst for that success". Subsequently the stock jumped to \$60/share, then split.

Market dominance:

Within 2 years after launch the client was outselling the competition 5:1. Over a decade later, this product is still the company's revenue leader.

ROI: 40:1 return on investment within 18 months

To learn more about how the MIP can help your business compete more successfully, visit MIP-InfoInAction.com or call (972)924-5310 today

*Note: This work was done under an earlier version of the MIP, "MME".