

The Business

A company employing 8 people and operating as a website development agency for a mix of local and larger blue-chip clients.

They had developed an open-source content management system (CMS) which they used to develop websites for clients and which they offered as open source to other developers.

The Problem

The agency business was flatlining and the owner was struggling to create an effective marketing process despite having hired a marketing person.

Their in-house CMS was still consuming significant resources as they developed it to cope with changing technology and client demands. The owner wanted to market the product as an alternative CMS for developers but this market contains lots of established, highly-functional products (such as Wordpress and Drupal) and it was not clear how much revenue would result.

The Solution

In our early work with the owner it became apparent that they had developed a sophisticated asset management system for one client. This involved machine-to-machine communication, multi-layered security and rules provided by their in-house CMS. It relied upon a database and messaging protocols supplied by a large technology manufacturer.

We suggested that the company could offer their CMS to the market as an internet of things (IoT) platform. The necessary database and communications servers are widely available and within their technical capacity and so they could offer an off-the-shelf solution for companies wanting to launch IoT offerings.

We helped the owner to

1. Create a Marketing Story that identified the new niche, pain and proposition;
2. Develop a pricing model for the new product;
3. Create a product development and launch plan.

The Result

The new product launched successfully and has its first IoT customers live.