



CASE STUDY: Creating Market Entry Playbook

Background

Boeing, the world leader in aerospace, defense, and large-scale integration, brings decades of innovation, experience, and talent to the homeland security front. The Visual Security Operations Console (VSOC) secures high-profile U.S. Government facilities and protects international commercial installations from intrusion and terrorism. Boeing believes there is a \$billion-plus and growing global marketplace for VSOC.



Challenges

- VSOC team faces internal challenges from management to increase lead generation and grow revenue
- Traditional focus on large-scale government procurements rather than commercial strategies for segmenting and targeting the security market
- Distribution of VSOC through third-party channels has been unsuccessful
- Management requires validation of market entry strategy and “go-no go” decision on further investment in commercialization of the product

Approach

- Conducted primary market research to identify, size and prioritize target customer markets
- Developed marketing playbook to accelerate lead generation and drive revenue growth to achieve business goals
- Evaluated current distribution channels and potential alternatives
- Performed market entry investment analysis and created marketing budget and execution approach
- Delivered final recommendation to executives and concluded that investment to condition the market for success was prohibitive

Result

- Assessed current commercial efforts and concluded that significant investment would be required for VSOC to achieve business goals
- Validated management’s hypothesis that additional investment in commercialization of VSOC was unwarranted