

Wyerless.NET Solutions Case Study

“The Case of the Perfectly Wrong Product”

The Original Assignment:

Brought in by the CEO to do a design review on a proposed hand held terminal to augment the product line. The company and engineering department had never produced this type of electronics and the CEO wanted a sanity check on the design and technology. A consulting contract would be awarded if we discovered issues that we could address.

What We Discovered:

The design was incredibly well thought out in every detail. It had a professional look and feel and the design was eminently producible. The original cost targets were easily met. Initial indications said it looked like a “home run.”

Wyerless.NET Solutions requested the company’s sales and marketing VP to be brought into the discussion to review the hand-held’s suitability to their needs. What we discovered was that sales and marketing had no use for the device and, in fact, had been begging engineering for a new product family, not a hand-held. Further, engineering did not have the right skill set to execute the proper architecture and so was reluctant to do so:

What We Did:

The hand-held terminal project was discontinued. We discovered that marketing had done a great study on what was required. Working with engineering and marketing we architected the next generation product line, building on previous technologies developed by the company while extending the product suite capability to meet customer needs. Initial schedules, hardware selection and communications protocols were developed by WNS.

The Results:

The company was able to successfully execute the strategy with little assistance from WNS. The product line has endured to this day while propelling the company to the dominant position in its industry.