

Wyerless.NET Solutions Case Study

“The Perfectly Wrong Customer”

The Original Assignment:

We were hired by the CEO of a small company with an innovative video camera design to help develop new customers and markets for the product. Prior to our arrival the company began negotiating with a major manufacturer of videoconferencing gear to adapt the camera to their product line.

What We Discovered:

Although the camera possessed many unique properties, its fundamental image quality was unsuitable for the videoconferencing application. While the customer kept dangling the promise of big volumes in the future they were unwilling to put any effort in on their own or pay for the custom work required to integrate the camera into their product line.

Our opinion was that the big volumes were an illusion and the cost to get the camera into the videoconferencing line onerous given the size of our client.

What We Did:

WNS recommended that the camera company pass on the deal.

The Results:

The deal was declined. One year later the CEO thanked us for helping him avoid certain chapter 11.