

How to Launch a New Product Offering with Minimal Resources

About

Vast Broadband is a broadband/cable company providing high-speed Internet, television and digital telephone services to approximately 52,000 residential and business customers throughout South Dakota and southwestern Minnesota.

Vast distinguishes themselves in a hyper-competitive marketplace by their unyielding dedication to their customers and their promise to deliver the best products and services at an exceptional value. Vast continually looks for new opportunities to raise the bar and promote the best customer experience in the industry.

Problem

Let's face it – we're all busy... Launching a new product or service isn't as easy as it used to be in the "good old days". This holds especially true for many Telecommunications providers as they are faced with a 'vast' amount of equally important projects such as network/system upgrades, billing conversions, email migrations, fiber build out and construction developments. It becomes quite challenging to launch a new product when the available resources needed to successfully launch clearly outweigh the outcome to increase revenue, let alone pay for its costs.

"We immediately recognized the extraordinary value that Tech Home brought to our customers. However, we were concerned over resource allocation and the preparation needed to create a worthwhile impact to our revenue. SecurityCoverage eliminated my concerns with their turnkey approach and allowed us to launch this key initiative in conjunction with all of the other projects we were working on."

Larry Eby, Chief Operating Officer, Vast Broadband

Solution

In order to ensure efficiency and flawless execution of launch, SecurityCoverage takes the role of lead project management, offloading much of Vast's resource management necessary to launch Tech Home. Vast relied heavily upon the benefit of SecurityCoverage's consultative approach and management experience throughout the Tech Home launch process.

SecurityCoverage's team also developed a customized launch plan including a collaborative marketing plan, build out of marketing collateral and materials, as well as conducted training and roll out. Contrary to being resource intensive, it is like having more resources available. SecurityCoverage's turnkey approach allows partners to quickly bring Tech Home to market.

Partner

Vast Broadband



Industry

Cable Telecommunications

Results

Implemented Effective Turnkey Launch Process & Go-To-Market Strategy

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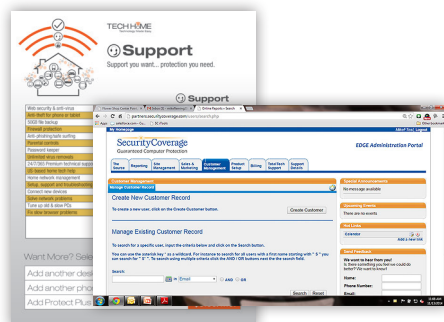
Results

Project Management



- SecurityCoverage took a consultative approach and owned the launch project plan start to finish.
- SecurityCoverage coordinated with the appropriate department to co-develop plans for launch.
- SecurityCoverage took the lead role in developing materials and gaining Vast approval.

Training & Operations



- SecurityCoverage conducted ongoing training sessions to familiarize employees with new products & services.
- SecurityCoverage developed training materials to help employees retain product knowledge.
- SecurityCoverage trained on provisioning and portal management.

Marketing Support



- SecurityCoverage worked with Vast marketing department to develop compelling marketing campaigns to drive visibility and uptake of Tech Home product.
- SecurityCoverage developed easily integrated web materials & collateral
- SecurityCoverage offered promotion and incentives to increase sales.

“SecurityCoverage played an integral part in our launch process and go-to-market strategy. Their team listens to what you are looking for and can easily translate those ideas into the technical launch details and logistics. Their process and execution to market was easy, flawless, and prompt. Why wouldn't you launch their products when they make it so easy?”

Aaron Boyce, Director of New Product Development, Vast Broadband

About SecurityCoverage

SecurityCoverage, Inc. is a leading provider of mobile and desktop security software, data protection, file backup and technical support services. Founded in 2003 with a clear mission to simplify the use of technology and provide world class customer service, we remain relentlessly dedicated to protecting consumer devices and personal data. Today, over 350 partners from diverse markets like telecommunications, broadband, mobile, retail and warranty help SecurityCoverage achieve its mission for consumers everywhere. Learn more at www.securitycoverage.com.