

CASE STUDY

“Not only did Bainbridge provide us with in-depth research that we couldn’t get on our own, they also helped us develop the strategy we needed to create a greater impact in our market, stay ahead of our competition and further grow our customer base”

Product Manager, Fortune 1000 Software Company



Project Snapshot: Bainbridge Develops International Go-To-Market Strategy for Technology Provider

The Scenario

A worldwide leader of business to business (B2B) commerce solutions needed an international go-to-market strategy for its supply chain and B2B integration products.

How We Helped

Using primary-source research, Bainbridge assessed the client’s competitors’ sales processes, sales strategies and overall strengths and weaknesses. We then leveraged this information to determine how the client could best complement and compete with their direct competition. Bainbridge’s strategic recommendations highlighted the client’s high functionality, as well as their ability to customize to specific needs during the sales process.

The Result

The client leveraged Bainbridge strategic and tactical insight to gain a strong foothold in the supply chain marketplace and outmaneuver the competition.

Bainbridge
4275 Executive Square
Suite 850
La Jolla, CA 92037
(858) 638-1800 Telephone
(858) 638-1809 Fax
www.bainbridge.com