



Exploring New Markets: Cardonet

THE SITUATION: A NEW MARKET OPPORTUNITY

Cardonet wanted an accurate assessment of the market potential for a new market opportunity their sales force discovered. The company wanted first-hand validation from senior executives at leading companies in this industry of the problems they faced and the economic impacts of solving these problems.

SFCG'S ROLE: START TO END IN SIX WEEKS

In exactly 6 weeks, San Francisco Consulting Group was able to ramp up, conduct over 20 research interviews with key executive at top prospects, and report back to Cardonet's team with a prioritization of the top accounts, likelihood of purchase, and economic value and potential pricing points.

RESULTS: INFORMED DECISIONS

"When San Francisco Consulting Group laid out their timeline for this project, we felt it was very ambitious. We didn't think they could do it. It was only because of their depth of experience in these types of projects that we decided to

go forward. We were stunned at the speed and quality of the data they reported back. The data enabled our team to make the right decision with confidence."
Rich Dickerson
Vice President, Marketing

ABOUT CARDONET

Cardonet is a leading provider of product information management software. Cardonet's catalog software consolidates thousands of details about products in one central location, ensuring accurate communication to trading partners, customers, catalog printers and Web site storefronts. Cardonet customers range from Fortune 500 companies to mid-sized companies in a wide variety of industries.

ABOUT SFCG

San Francisco Consulting Group delivers actionable strategies that help companies drive revenue. Our unique, integrated view of a company's seven revenue-producing functions ranges from market segmentation and pricing strategy through communications and sales process. Our spectrum of clients runs from non-profits to the Fortune 500.

TIMELINE:
6 Weeks

FOCUS AREA:
Market Segmentation
& Analysis



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Rich Dickerson
Vice President,
Marketing