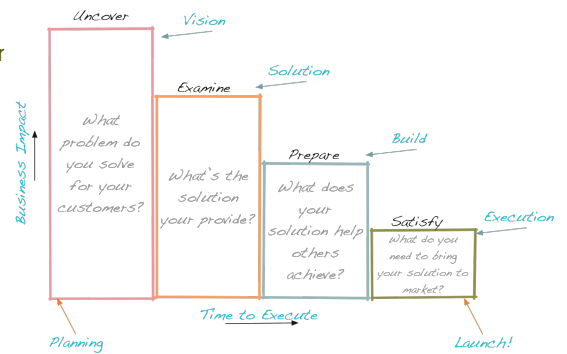


New Product or Service Introduction

Launching a new product or service? LERNER Consulting helps executives answer “What problem will you solve for your customers, **tomorrow**?” Via our four-step Constructive Disruption methodology we help you get your new product or service launched quickly and with less risk. Partner with us to work through your people, process and technology needs and enable a New Product or Service Introduction (NPSI). Clients remark at the speed of our ability to:

- Create their strategic and tactical roadmaps
- Uncover and express their true needs in plain language
- Keep them relevant via the delivery of end-to-end solutions
- Unlock the value in IT by creating a partnership with Business stakeholders



Uncover: What problem will you solve for your customers?

Leaders are charged with growth and transformation. We help them align, vision and identify new areas of opportunity that provide value to customers (external or internal). In this phase we focus solely on defining the problem. A clear and well-defined problem statement avoids rework and missed expectations downstream.

- Workshops
- Alignment
- Vocabulary
- Process Maps

Prepare: What does your solution help others achieve?

To be accepted your solution must have a unique value proposition for customers and your business. Line of business leaders, sales, finance and other internal functions are required to make it workable. LERNER has deep expertise in product/service design and build-out. Your vision takes life as a marketable and profitable revenue stream with our award winning experience.

- Produce design artifacts and templates
- Validate Organizational Design
- Iterate and experiment

Sample Results

Examples of digital products defined, designed and delivered:

- Developed loyalty platforms for Discover Card, The New York Times and Safeway from start to finish. This resulted in \$10MM+ revenue streams
- Delivered 35% top line growth for the premier provider of commercial information through redesign of their core technology
- Drove 20% month-on-month growth for a social media startup
- Designed and developed (POS) Point-of-Sale Credit and Debit cards platforms for Follett (installed across a base of 1,800 college campuses)

Examine: What's the solution you provide?

Defining a product or services that enhances your business is a solution built upon strengths. Once you have a vision and alignment, the development of a product/service requires multiple disciplines for success. While helping you identify any gaps, we enable you to reduce the problem statement into basic elements. From there a solution is formed revolving around People, Process and Technology.

- Organize the elements
- Test your assumptions
- Identify the market

Satisfy: What do you need to bring your solution to market?

Your product is designed and ready for the market. To achieve market relevance we help you define a Product Marketing strategy. PM drives the value proposition and is supported by other business functions in addition to the overall quality of your product.

- Product Marketing
- Training
- Delivery Excellence

Lawrence brought the perfect combination of technical expertise and **business** acumen to a defined need at Costco. He has both a broad and deep knowledge base that easily moves **between technical** and **business** processes.”

Vice President Costco

“We were extremely pleased with the depth of technical expertise and innovation [Lawrence and his] consulting organization brought to us. The solution transformed our core product”

SVP and CIO Catalina Marketing

“I’ve worked with Lawrence twice in the last couple of years. He is my **“go to”** for **complex** situations that require someone who can quickly go deep. He looks for **strategic** and **tactical** wins that get companies moving in the same direction and as he says **“engineer opportunity through change.”** I highly recommend him and look forward to continuing my relationship with him.”

CEO, Kinzer Real Estate Services

“Lawrence was hired to help **restructure** our IT **organization**. This included internal **processes, methodologies** and **roles** for FTEs, including the establishment of an Enterprise Architecture service. “

Head of Architecture, Kimberly-Clark

“Lawrence is one of the most **strategic change agents** I’ve worked with. His **situational grasp** and assessment of **complex situations** is **immediate**, and runs both broad and deep. His bandwidth is considerable; he at once is capable of drilling to the granular while maintaining laser focus and perspective on mission and vision”

Managing Partner, Denny Hill Capital

“Lawrence has been a change agent in growing companies and elevating client demand through his creation of sought-after, senior-level professional services[...].”

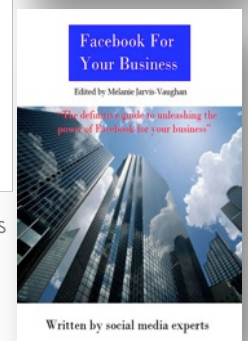
CEO, UST Global

Lawrence I Lerner, President

Lawrence is a corporate entrepreneur with a keen eye for market relevance who envisions and builds digital products and services across the globe. An early interest in taking apart complex problems honed his multi-disciplined solution approach. He’s launched more than a dozen \$10MM+ corporate products across industries (Retail, High-tech, Media and Entertainment) and IT services. With a passion for growth and transformation, his expertise is in Process Engineering, Strategy, Enterprise Architecture, Big Data, Mobile/Social Media, IT Security and Product Marketing.

While successfully creating businesses on three continents, Lawrence served as an executive at PricewaterhouseCoopers, Cognizant and other companies. Over the years his teams have received industry recognition seven times for excellence. He has created \$100MM+ business lines and launched new product/services for some of the worlds’ top brands (Motorola, Catalina Marketing, Macrovision, DHL, Debenhams). While at PwC he managed a \$60MM venture fund for early stage technology companies. Over the past 20 years, he’s helped launch eight early stage companies.

Lawrence is a **thought leader** in Change Management, Payments, Social Media/Mobility, and Retail. He is a contributing writer for Wired, The Christian Science Monitor and PSFK magazine. His book ‘Facebook for Your Business’ was among the first to describe how the social media platform could grow businesses. He is a frequent speaker and media guest expanding audience perspective on the New Normal of business and IT.



Co-Authored by

Lawrence

To learn more, visit **LERNER** online or contact us direct

Direct: +1.630.248.0663

Email: lawrence@lawrenceilerner.com

Services: <http://www.lawrenceilerner.com>

Testimonials: <http://lawrenceilerner.com/testimonials>

Contributing Writer:



LERNER

www.LawrenceILerner.com

Twitter: @RevInnovator