



**subs[®]
tribe**
summit 2020

**LIGHTNING CASE
STUDIES:
building product that
delivers valuable
customer outcomes**

#subscribesummit

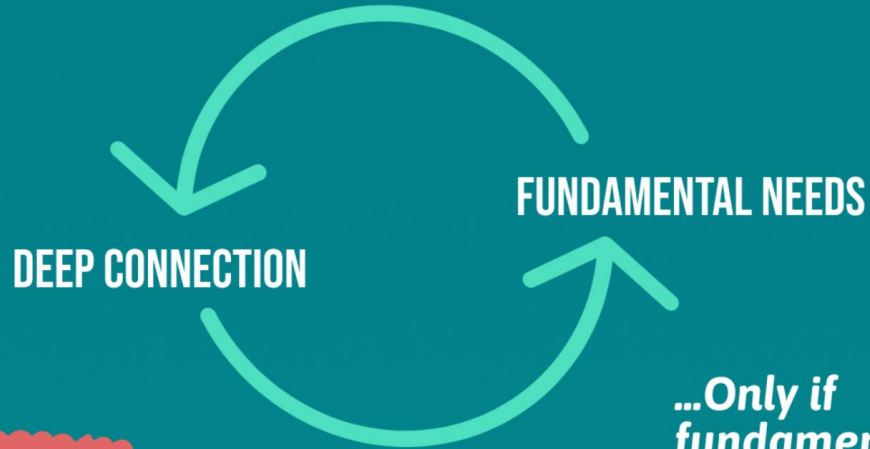


Love your customers

The Connected Customer Strategy



Only a deep connection can address more fundamental needs...



MUST HAVE PRODUCTS

...Only if fundamental needs are met will a customer accept a deep connection.



This idea is was inspired by Nicolaj Siggelkow at Wharton. Read his book *Connected Strategy* for more.

Pain vs Gain



***"Don't just look for a great idea,
look for a problem worth solving."***



***"I would pay \$100,000 for a
solution to..."***



Total Customer Engagement

Left brain -
rational

- Research Insights
- Strategic analysis
- Assessment tools
- Data



Right brain -
emotional

- Coaching
- Thought partnership
- Networking
- Influence building
- Recognition

A person's hands are shown typing on a laptop keyboard. The image is overlaid with a semi-transparent blue filter and various digital graphics, including a grid of small squares, circular patterns, and a network diagram. The overall aesthetic is modern and tech-oriented.

delta

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Introducing
Computing Delta

How do you do market intelligence differently?

L



The incumbents

US-centric
Biased
Academic



Avoid making costly errors
(when making IT investment and
implementation decisions)



UK and European research,
not USA focused or
vendor biased



Actionable advice from Computing's
industry experts and community,
saving you time and money

Innovation

A blurred office scene with people working at a table. The image is dark and out of focus, showing a modern office environment with a table, chairs, and a whiteboard. The text is overlaid on the left side of the image.

UK-centric

Customer-focused

Actionable

'AskaDO'

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Thank you

Introducing
Computing Delta

1. Innovation starts internally
 2. Create proof of concepts – visuals
 3. Test with customers, no sales present
 4. Follow-up survey (Quant)
-
- ✓ Done well = robust business case
 - ✓ New feature launches = sales pipeline
 - ✓ Customer advisory board
 - ✓ Continual product development/releases

