

Product Portfolio & Packaging Strategy

A customer-maturity architecture that made a complex service portfolio easier to understand, sell, and expand.

PORTFOLIO ARCHITECTURE

POSITIONING

GTM ENABLEMENT

The challenge

Overlapping offers, inconsistent naming, and unclear tier boundaries created friction for buyers and internal teams. Sales needed a simple way to explain where a customer should begin and how the relationship could grow.

The strategic move

Reframed the portfolio around customer maturity instead of internal service lines. Each stage received a distinct audience, promise, proof structure, service boundary, and path to the next level.

01

BUILD

Create a credible foundation

02

GROW

Turn activity into demand

03

SCALE

Connect performance and expansion

Decision framework

Mapped every existing offer against customer need, delivery model, proof of value, margin profile, and expansion role. Retired duplicate language while preserving operational nuance behind the scenes.

What it enabled

A clearer buying journey, stronger differentiation between tiers, shared talk tracks across teams, and a scalable foundation for cross-sell, upsell, and future product additions.