

- It can work for a ubiquitous, widely used brand, where there are ring-fenced audiences; or when your service is still narrow in uptake and use.
- It can work equally well for a new challenger, as it tries to deliver a disruptive advantage when taking on incumbents.

Quadrant asked a few of our clients about their views on launches, CVP development and the MVP approach.

Simon Carter, Executive Director of Marketing at Fujitsu UK recognises the speed of change, which means as a result that **‘companies have to “fail faster” – i.e. create more ideas, test them, learn, and move on’**.

His perspective is that **‘this probably means that there is insufficient time to develop a full CVP – an MVP might be all there is time for’** and that **‘one of the challenges in this model is “determining failure”**. Experience tells him that **‘too many initiatives are put on “life support” to try and make them work, rather than accepting they don’t, and to move on. This might be an element of a culture where failure is seen as a weakness’**.

In a very different and one time more traditional sector – Higher Education (HE) - we asked for a view from one of the longer established institutions, Durham University.

According to Adam Brown, Director of Marketing & Communications, universities are unlikely to benefit from a MVP approach.

He holds the view that **‘In HE, rushing a product (educational programme/course) to market is more likely to result in failure to meet recruitment targets, with recovery also unlikely. That’s not to say it can’t be done, but it requires a listening organisation with a “strong” Customer Value Proposition’**.

Both practitioners share a sense of MVP as an asset, when used well and wisely. Market entry needs a value proposition, while MVP is more about appealing features. MVP might be a good way to pressure test and kill an unviable product to prevent a slow failure.

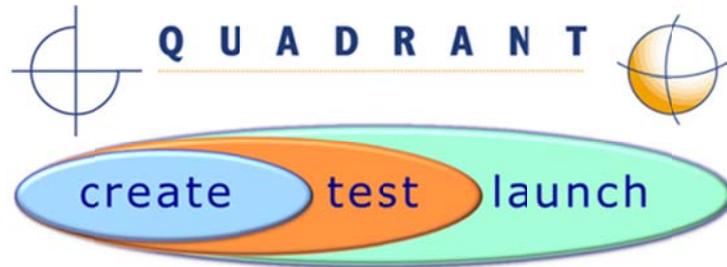
Need for agility but not at the expense of insight

There is no right answer; it depends on individual organisations, their circumstances and marketplaces, and the trade-off between pace and rigour. What is not in doubt is the increasing need for agility and flexibility. This also needs a team wide acceptance that failure is better to anticipate than apologise for after.

An MVP approach, however, is not an excuse for insufficient customer and market insight, and for proposition development taking an easier feature-led route. The Patent Office is littered with better mouse trap ideas, with unaffordable features.

Going back to ‘launch’, one thing our Quadrant team has experienced is that our clients want us to commit more than ever to achieving breakthroughs on their behalf; taking them

to 'market entry and beyond', misquoting frequently launched space ranger (from the Intergalactic Alliance) Buzz Lightyear.



This means building a comprehensive delivery offering, blending our MVP process with our CVP programme. It means covering areas such as planning & project office, go-live delivery & response build, communications campaigns, customer contact management, and tracking & evaluation; with hand-picked partnerships, as required.

It also means being prepared to commit a part of our remuneration to successful outcomes; a risk: reward approach, in the right circumstances for both our clients and ourselves.

It's exciting, and from our broad experience, we're confident of being able to deliver.

Are you ready to MVP? Do RSVP.