

XaaS and Managed Services Co-Creation Engagement

Solution Overview

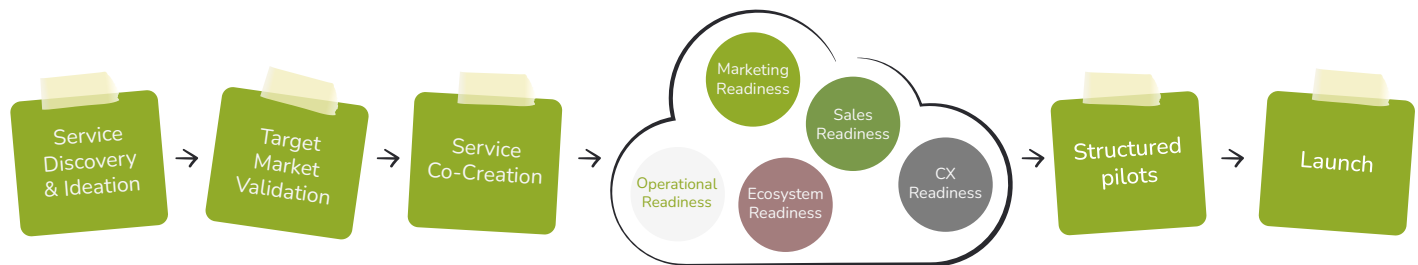
Ruckus seeks to help its partners grow their respective revenues, profits and business valuation. To do so, Ruckus is co-investing in its partners' transformation journey toward managed services and has engaged nVision to help partners create their own, differentiated XaaS and managed services offers and to accelerate their time-to-market and profitability. The nVision XaaS and Managed Services Co-Creation Framework takes a customer-in approach to ensure partner managed service offers are aligned to customer needs and accentuate both Ruckus competitive differentiation and that of the partner. This reduces risks, costs, and friction, and will speed time-to-market and launch performance

Duration: 1-6 Month Engagement (depending upon requirements)

Key Areas of Focus

- **XaaS Service Ideation Design Thinking Workshop**
 - » Market Problem Statement Defined
 - » Target Use Case Definition
 - » Target Customer Profiling and Segmentation
 - » User Persona Definition and Requirements
 - » New Service Concept Developed:
 - » Ruckus Elements
 - » Partner Elements
 - » Ecosystem Elements
 - » Candidate Service Definition and Prioritization
- **XaaS Service Creation and Definition**
 - » Branded Service Names
 - » Service Description and Positioning
 - » Service Feature Definition and Differentiation
 - » Service Value Propositions
 - » Service Level Agreements
 - » Marketing Requirements
 - » Sales and Routes to Market Requirements
 - » Delivery and Customer Success Requirements
 - » Packaging and Pricing
 - » GTM and Launch Planning

nVision XaaS and Managed Services Co-Creation Framework



In a digitized world, business is delivered through innovation that enables business performance and value realization.

From vision to execution, nVision can help you achieve your business objectives, capture key market transitions and develop sustainable strategic and competitive advantages.