



Program Rollout

Building OEM Share in Emerging Markets

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Mobilizing the troops with clear communications and stellar task management.

THE CHALLENGE

Vega was charged with project managing the successful roll out of a regional program in a number of emerging markets for the OEM team of a global software manufacturer. The program was targeted at increasing OEM business in these markets. The effort to educate and inform the local business owners was significant and required an extraordinary level of coordination across multiple constituents.

THE PROCESS

Vega provided a skilled consultant to collaborate with the OEM team and manage the entire rollout and evolve the program. In addition to basic project management and follow-up, the consultant:

- Tracked key deliverables
- Connected milestones
- Assigned tasks
- Documented and managed project meetings and phone discussions
- Built the collateral necessary to educate numerous internal audiences
- Managed SharePoint team sites
- Managed regular communications to keep all parties informed

VEGA DELIVERS

The combination of stellar planning and collateral creation resulted in engaged and informed stakeholders. As the internal liaison for the program, the consultant coordinated with Redmond based teams to assist regional sales teams successfully execute on the roll out of EMRP. Despite the sheer level of strictly task oriented work, the consultant added strategic value which resulted in several follow-on consulting engagements.

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