

“ A brand is no longer what we tell the consumer it is - it is what consumers tell each other it is. ”

— SCOTT COOK

## Increasing sales for Cloud offerings for an IT organisation for one of the top 5 Software and IT companies globally

Case Studies of Company

# The Ask

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How do we enhance the market penetration of our offerings in medical space along with our business partners and increase the sales by two folds.

**Problem Statement and Discover**

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**Ideate**

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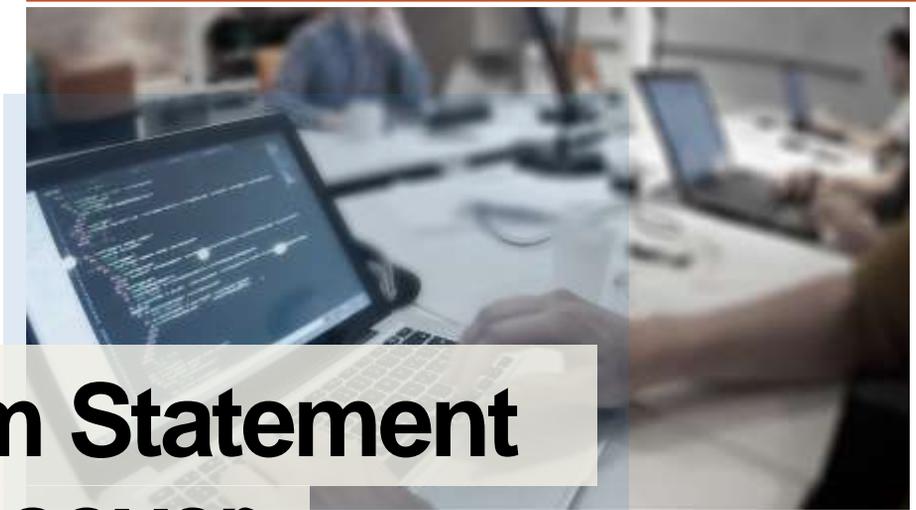
**Co-create**

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**Outcome**

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# Problem Statement and Discover

- Organization has multiple offerings in the CLOUD computing space but there is an urgent need to enhance the presence in medical space and increase sales 2 folds in the coming year.
- Initial problem - How do we enhance the market penetration of our offerings in medical space along with our business partners and increase the sales
- Stakeholder analysis, stakeholder journey mapping and Empathy map created by the cross functional team.
- Also the existing data and voices collated from the team was analysed
- Insights - The patient is the key stakeholder and not the partner. And the need is to have services at a low cost and high speed leveraging the technologies available.
- The new HMW statement is on providing medical services to common citizen in India at a low cost of INR 100 per month.

## Ideate

- Ideation sprint using 7 / 3 / 5 technique resulted in a more the 45 ideas generated by the team
- These ideas were then enhanced using the Innovation probes.
- Multivoting technique was used to identify and select the key ideas.
- The theme and concept of the improvement was- creating an holistic framework using AI, Cloud technologies to reduce the cost considerably.



# Co-Create

- Details concept was shared with the Leadership team for their inputs and feedback.
- Post this a prototype along with the new journey map was created to get further feedback.
- Initial trials and implementation is underway currently.

## Outcome

- Initial trials and implementation is underway currently.

# About QGLUE

QGLUE uses design-led practices to help businesses build services that people love and impact the world around us. Using a human centered approach, QGLUE equips people to solve wicked problems by helping them reach a solution that is not just right, but also desirable. We facilitate innovation that makes the world better designed and people happier.

QGLUE undertakes Design Coaching, Innovation on Demand, Briefings for Senior Management and Culture Change Workshops to equip businesses to become design-led.

# LET'S CONNECT!

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