

### Challenge

#### **Determine what features to include in a redesign of security software**

A large software organization (LSO) planned to re-launch an product in the security software category because the initial product launch captured minimal customer interest.

LSO needed first to understand what customers needed to accomplish with a security software product and, based on that knowledge, to determine the features or bundles of features that would best meet customers' needs.

### Solution

#### **B-Link determines relationship between benefits (what the customer wants) and Features (what the product does)**

Morpace recommended the B-Link technique to:

- Identify and prioritize the benefits customers are seeking
- Identify and prioritize potential product features
- Link desired benefits with the feature sets that will deliver those benefits.
- Model alternative offerings to determine the features and bundles with greatest customer appeal

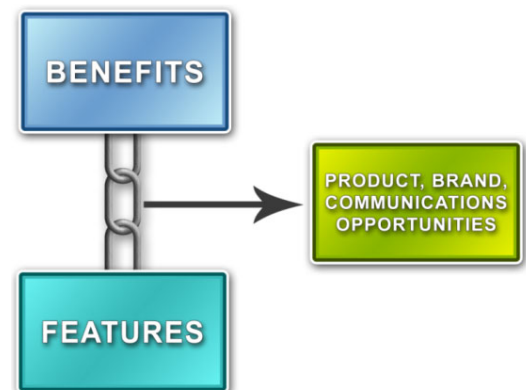
### Outcome

#### **A new, more consumer centric offering. B-Link modeling capability allows new feature bundles to be designed and evaluated for future offerings**

By integrating the customer's point of view into the planning process LSO was able to develop a a product that is more responsive to actual customer needs.

*“This research enlisted broad participation among engineering and marketing and led the team to using consumer benefits in addition to features into their decision-process.”*

*- Client*



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