

MAVEN

Connecting You With The Telecom Experts

Leading Telecom Distributor Hires Maven to Expand Offering

How Maven Helped

- Supplier Management
- Product Management
- New Product Launch
- Contract Negotiations

Key Results

- Double-digit year-over-year growth
- Exceeded P&L budget goals by twenty-five percent
- Increased profit margins by 5% year-over-year
- Profit line became the most profitable in the company

About Maven

Maven is a management services firm and value-added reseller specializing in telecommunications solutions. We offer an extensive catalogue of manufacturers and products, as well as boardroom and client-direct services for your business development, sales and product management needs.

Business Situation

A large distributor had an incomplete telecommunications enclosures product offering. This was resulting in customer disappointment as well as lost revenue. Even though market demand had picked up substantially, for years the product line was an afterthought and lacked ownership due to its reactive fit within a solution.

Solution

Maven did a full market evaluation and designed a business plan that would drive sustainable growth. This included the need to onboard several manufacturing partners as well as design an aggressive marketing program targeting existing and new customers to ensure success.

Outcome

This resulted in double-digit year-over-year growth that exceeded P&L budget goals by 25% and increased profit margins by 5% year-over-year. The product line quickly became one of the most profitable lines in the client company.

MAVEN helps Distributors, Manufacturers and Service Providers in the telecom industry expand their portfolio and increase profits, by providing unparalleled telecom expertise and product without the commitment of internal staff. www.FindYourMaven.com