



## Technology for people

### We're different because we think differently:

Bridger associates combine marketing or personnel skills with cutting edge technology know-how. Often they have experience in Marketing, Product management or HR. Designing, or configuring ecommerce, products, or productivity systems with stakeholders and end users fully engaged cuts through the problems normally associated with launch day and afterwards to deliver big business benefits:

- Stakeholders are confident and informed.
- Users are empowered and supported to improve performance.
- Customers are enthusiastic referees.

### We're different because we act differently

We will listen to what you want try to give you exactly that. We wont force you into enegaging with us in a specific way, so if you need a few days or weeks help with somethng new to you, if you need your team trained in specific areas you have identified, or want help identifying areas for improvement, or if you want to hire a reliable interim, all these approachaes are available to you plus any other type of engagement you wish to suggest.

Feel free to discuss your ideas and your needs directly with us.

### Technologist driven technology is inferior

#### The problem

Technologists, vendors and techncial architects alike invent clever technology, but they build it to their view of the world and expect people to adapt to processes and methods that are often unruly and they throw out the baby with the bathwater.

Project managers will deliver a pizza, or new gold mine to the same rules focused on time and budget.

Quality people will ask you what you want and give you exactly that for better, or for worse.

#### The result

This failing causes products to stay on the shelf, ecommerce to underperform and systems to fail altogether, or deliver dismal benefits. Using the same approach and people to tackle the problem usually exacerbates it.

**The solution**

A Bridger approaches the people dimension along with the benefits and works back to the solution so that it is designed, or configured to deliver a specific outcome and bearing in mind the critical human elements for success.

There are models to improve the outcomes when engaging software vendors and ease the stress and expense on businesses.

**The outcomes:**

- Systems that meet the need exactly
- Products that are cherished
- Customers that become your unpaid sales force

**One size fits all suppliers don't fit any problem correctly****The problem**

Your vendor works on the principal that building the solution once and selling it to many will leave him huge margins for profit. This model works very well for word processing and spreadsheets, servers and so forth, but when it comes to specialist process automation software, it works in direct conflict with all your attempts to differentiate your business and empower bright people.

If you are lucky 30% of the features of any product will fit your needs, many will be wasted or inappropriate and many of your needs will not be met.

The sales process is nearly always driven by the vendor and carefully hides these flaws until you are heavily committed financially and it is almost impossible to turn around. Then the cost rack up and the compromises cross sacred ground.

**The result**

Your new system fails to meet expectations, causes personnel problems and forces you to change how you work sometimes to the detriment of your brand and proposition. Costs exceed budget and delivery is late

**The solution**

Using a user focused approach from the beginning combined with a well sound vendor engagement model will flush out the issues early on, produce realistic expectations and give clear vision of the risks allowing you to make informed decisions up front, choose the best vendor and get the most out of them.

**The outcomes**

You chose the right vendor with confidence, set the right expectations and meet, or exceed targets.

## **Products only work when they please everyone and rely too much on luck**

### **The problem**

A typical product has to impress the investor, make the channel happy and finally excite the user, yet these three are not little of each other and have different motives. In the real world the investor has all the power followed closely by the channel. If the customer turns out to be happy, that is mostly luck.

### **The result**

The worst products fail and cumulatively, they often account for the biggest cost in the industry. The best products tend to have learned from their own mistakes and those of rivals and are a result of “away from” thinking rather than “towards” thinking. Though better than relying on luck, negative thinking will never build winning products or market domination.

### **The solution**

A Bridger approaches the people dimension first and builds a triangle of knowledge between customer, investor and channels based on communication and trust before hiding away in the lab to do clever things with technology.

### **The outcomes:**

- Products that are right at the edge and in the moment
- Products that make user's happy and productive, energise channels and put a smug grin on investors faces.