



## Topline Strategy

Bringing *world class* strategy consulting to growing technology businesses

The Topline Strategy Group is a boutique management consulting firm focused on providing market strategy consulting and strategic customer experience programs for growing technology-based businesses.

Founded in 2001, and with offices in Boston (HQ) and Silicon Valley, Topline Strategy has completed hundreds of successful engagements with technology businesses of all sizes, from start ups to industry leaders.

Staffed with individuals who bring a rare mix of strategy expertise gained at top consulting firms, as well as operating experience gained at start up and established companies, Topline has a proven track record of helping our clients accelerate growth in their existing businesses and successfully build new lines of business.



*“Topline was invaluable in helping our exec team narrow a dozen growth concepts down to the most promising ones. Their work has already led to new growth.”*

Steve Wiehe  
CEO, SciQuest

### Our Approach

We leverage our experience to create methodologies that are highly effective for evaluating emerging, fast-changing markets and use them to bring practical, action oriented recommendations to our clients.

- **Primary Research Oriented** In our experience, the only way to truly understand dynamic markets for innovative solutions is to speak directly to the people who are going to buy them. It is the insights from our research that form the foundation of our conclusions and recommendations.
- **Senior Consultancy Model** Our belief is that the quality of the results is directly related to the experience of the consultants performing the work. To that end, our principals are deeply engaged in all aspects of the work, including both the market interviews and the analysis of the data.
- **Fast Turnaround, Actionable Recommendations** We know our clients hire us to get answers to critical business questions and fully understand that those decisions cannot wait months for the results of a typical consulting project. Our projects are scoped for 6-8 weeks on average. Furthermore, because of our hands-on operating experience, we develop our recommendations with the realities of implementation in mind.



## Market Strategy

Our market strategy engagements provide actionable recommendations that are driven by deep insights into the market and competitors.

- **Growth Strategy** These engagements are our most comprehensive and provide you with a thorough understanding of the market and your prospects within.
- **New Market & Product Discovery** These engagements provide expansive exploration of market opportunities for new products and markets and helps companies achieve a tight product/market fit.
- **Go-To-Market Strategy** These engagements help companies hit the ground running when launching new products and markets by validating and honing their Go-to-Market strategy.
- **Market Segmentation** These engagements assist companies to accelerate growth by helping them identify and build winning strategies for the highest potential segments of the market.
- **Competitive Analyses** These engagements provide companies deep insight into how they stack up against competitors on the dimension that matters most – what customers truly value.

*Markets are constantly evolving, but is your strategy keeping pace?*



## StrategicCX

Topline's Strategic Customer Experience (StrategicCX) consists of a comprehensive set of programs designed to provide an ongoing stream of customer, competitive and market intelligence to your business.

StrategicCX differentiates from the standard Customer Experience model because the focus is on elevating the discussion beyond just operational performance data to also address your strategic alignment with fast-changing technology markets.

StrategicCX provides the actionable recommendations you need to stay ahead of competitors, win more deals, and keep your customers loyal as the market and competition continuously evolve.