

# HELPING IT GO-TO-MARKET CONSULTANCY DEVELOP BETTER ECONOMIC VALIDATION DELIVERABLES FOR THEIR CLIENTS

“



The team at Genius Drive knows how to interview customers to uncover their business value outcomes, and articulate the realized business value story from these results in a way that is straight-forward, differentiating and credible. This is why we have leveraged their expertise for our clients, especially for some of the more difficult value projects.

– NATHAN MCAFEE, ECONOMIC VALIDATION ANALYST



**Company:** ESG global  
(by TechTarget)



**Industry:** Analyst and  
Consulting Firm.



**Business Model:** ESG is a leading independent research and advisory firm, helping their technology-centric clients better understand, market and sell to customers. They do this, in part, by researching and authoring Economic Validation white papers. ESG is a division of the large IT go-to-market firm TechTarget.

<https://www.techtarget.com/esg-global/>

## EXECUTIVE SUMMARY

When the research and advisory firm Enterprise Strategy Group (ESG) Global, a Tech Target company) needed assistance in developing Economic Validation white papers for their clients, they turned to the value experts at Genius Drive to help them research and develop the toughest business cases, and clearly articulate the business value outcomes derived. Elevated capabilities, accelerated revenue and new opportunities were the result.

## CHALLENGE

ESG was working on several projects, with clients who had difficult business cases, those where the economic justification wasn't straightforward and customers didn't track value derived.

The team needed a quick and cost-effective way to effectively research the value outcomes and articulate the value in an Economic Validation white paper and infographics. This is easier said than done when the solution provider doesn't have a clear value story or economic justification model, and, when the customers are unclear on the value they have actually derived.

## IMPLEMENTATION PROCESS

Genius Drive worked with the ESG team and the client to develop the Economic Validation white papers and go-to-market infographics.

Genius Drive worked to quickly and effectively:

-  Author value storytelling white papers for key industry challenges, quantifying the cost of inaction and value of change in overcoming those challenges.
-  Leveraged the proprietary PIVOT method to help organize the white paper to fuel more inspiring and impactful engagements.
-  Research, modeling and authoring to assure trustworthy content and compelling results.
-  Creative, to help best articulate the value in clear and simple terms - in the white papers and infographics leveraged by marketing and sales.

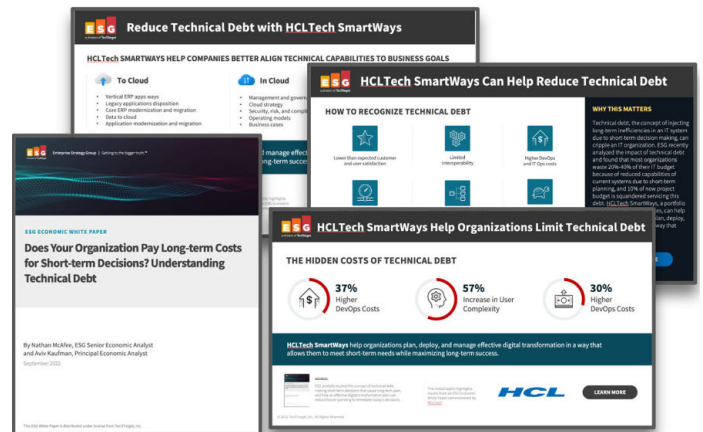


**DETERMINE FOR YOURSELF HOW A VALUE-CENTRIC APPROACH CAN REVOLUTIONIZE YOUR BUSINESS STRATEGIES AND OUTCOMES.**

[CONTACT@GENIUSDRIIVE.COM](mailto:CONTACT@GENIUSDRIIVE.COM)

## RESULTS AND BENEFITS

Working with the value experts of Genius Drive, ESG was able to better:



 **Enterprise Strategy Group™**  
by TechTarget

 **GENIUS DRIVE**  
Inspired Value Storytelling