

HOW MASS GROUP TURNED SECURE MANUFACTURING SOFTWARE INTO THE PATH TO MISSION READINESS



Industry: Secure Manufacturing / Defense Industrial Base / Manufacturing Operations Software



Business Model: TME® manufacturing operating system unifying MES, CMMS, WMS and EAM for secured, air-gapped and SCIF environments



www.massgroup.com

EXECUTIVE SUMMARY

MASS Group helps defense industrial base and other regulated manufacturers digitize the factory floor with TME®, delivering real-time visibility, traceability and compliance inside secured enclaves. Clients include General Dynamics, Applied Materials, Moog and Lawrence Livermore National Laboratory.

When CEO Scott Shaul joined to accelerate growth, the company had a strong history and loyal clients, but a product-centric go-to-market. Conversations led with MES capabilities, while defense buyers were under growing pressure to prove readiness.

MASS Group partnered with Genius Drive through the **Value Kickstart Program** to rebuild its go-to-market around value. The result reframed the conversation: **secure manufacturers don't need more software, they need readiness.** In weeks, not months, MASS Group had a value story, business case tools and a Readiness Assessment that open doors and motivate buyers to act.



CHALLENGE

The readiness gap in defense manufacturing is public and growing, yet MASS Group's message wasn't built to meet it:

- Conversations led with **MES features**, not the readiness, compliance and throughput gaps buyers answer for.
- Value wasn't quantified in the **mission and financial terms** stakeholders need to justify investment.
- Sellers lacked a **consultative way to engage** before a demo, and business cases tailored to each facility.
- Building a value-led go-to-market in-house would have taken **many months** the growth plan couldn't spare.

MASS Group needed to move from **software vendor to readiness partner**, fast.



SCOTT SHAUL,
CEO, MASS Group

MASS Group had the technology and the client base, but we were telling a product story to buyers who are measured on readiness. To hit our growth plan, we needed a value-led approach that put their challenges and outcomes first, and we needed it fast.

SOLUTION

Through the Value Kickstart Program, Genius Drive built a value-led growth engine for MASS Group in four parts:



Reframing the Value Story Around Mission Readiness

Using the PIVOT method, Genius Drive rebuilt the story around key stakeholder challenges in secure manufacturing and the tangible results and KPIs MASS Group delivers: throughput, compliance, traceability and readiness.



Turning the Product Deck into a Point of View

The company's initial presentation became a business-focused PoV that opens with the readiness trend line, the cost of doing nothing and quantified outcomes, rather than product features.



Quantifying Value With a TVA and Business Value Framework

A Total Value Analysis white paper details current opportunities, the cost of doing nothing and the value of MASS Group. The business value framework lets Scott's team build value hypotheses and business cases for each prospect.



Delivering an Operational Integration Readiness Assessment

Clients score current practices across eight capability areas, benchmark against peer leaders from 35 defense industrial base facilities, and receive an improvement roadmap. The assessment is now an integral, consultative part of MASS Group's go-to-market.

RESULTS AND BENEFITS

The Value Kickstart delivered immediate go-to-market impact:



Accelerated the shift to **value-led growth in weeks, not months**



Opened **more executive meetings**, with the Readiness Assessment as a consultative entry point



Helped buyers **clearly understand the value and outcomes** of TME®, from throughput to compliance and readiness



Motivated buyers to act, with business cases that quantify the cost of doing nothing



We stopped selling software and started selling readiness. The assessment gives buyers an honest look at where they stand against peer leaders, and a roadmap to close the gap. It's a much better conversation, and one they want to have.

SCOTT SHAUL, CEO, MASS GROUP

Weeks

Not months, to a value-led go-to-market

8

Capability areas in the Readiness Assessment

35

Defense facilities in the peer benchmark



SCOTT SHAUL,
CEO, MASS Group

Tom and the Genius Drive team got us in weeks what would have taken many months on our own. The value story, business cases and Readiness Assessment changed how we engage. Buyers now see the outcomes and the cost of waiting, and they're far more motivated to act.

Tangible Outcomes with TME



Operational Throughput & Efficiency

TYPICAL BENEFIT: **\$10M-\$30M**
productivity improvement

21-33% faster Task Completion

20-30% Working Reduction

5-5 gti. Post Pass Yield Cuts

25-40% faster facility and new program ramp-up

16-38% reduction in unplanned downtime

5-10% increase in operational throughput

Modernized Compliance & Traceability

TYPICAL BENEFIT: **\$3M-\$8M**
compliance and quality cost reduction

30-50% Audit Prep Time Reduction

20-40% fewer Defects & Errors

MBL 7 Supplier On Demand

Compliance Audit ready

Complete lifecycle genealogy for NSAA Sections 833-838

Supply chain Illumination request fulfilled on demand

Mission Readiness & Leadership Visibility

TYPICAL BENEFIT: **\$10M-\$20M**
additional operational capacity

66% faster Readiness Reports

25% higher Equipment Utilization

20-30% faster Commanded Response

5-10% increase in equipment readiness and throughput

Improved data decision criteria with AI

Real-time commander dashboards in air-gapped environments