

Align and Accelerate Product Launch

P2 Energy Solutions Case Study

Company Profile

P2 provides a comprehensive range of financial management software, geospatial data, land asset management tools, well lifecycle management solutions and outsourcing services to both the upstream and mid-stream oil and gas sectors as well as the alternative energy sector.

More than 1,200 global energy companies use P2 products and services daily to improve decision-making, gain clarity into complex workflow scenarios, and optimize upstream efficiency. The broad and flexible capabilities of P2 allow their clients to work with one technology provider to streamline operations and lower their total cost of ownership.

“Their go-to-market expertise gave us the ability to move our product launch capability to another maturity level.”

—VP Product Management

P2 employs nearly 700 people and is a privately held portfolio company of Vista Equity Partners.

Business Situation

P2 Energy had benefited from several acquisitions; significantly expanding the customer base and the strength of the product portfolio. The rapid expansion of the product portfolio resulted in a very large and diverse product portfolio with over 7 product lines, many with over 30+ modules or applications. In total the company has more than 2000 SKUs.

To manage this range of products, P2 has a staff of small product managers and a small marketing communications staff. The company’s go-to-market resources are shared and very lean.

Product managers, marketing communications and sales felt some accountability for a successful product launch, but there was no focused owner.

One product manager described the problem as “not knowing who else is in this boat...”

There was a lack of clearly defined roles in the launch process. The team needed a common language used to describe what it meant to be “ready” or “complete.” There was a belief that all launch programs were equal and required the same level of effort and resource.

Solution

P2 Energy needed a method to plan product launch activities and establish resource and specific roles for each launch project. Additionally, the leadership team needed a way to align marketing, sales and product management regarding product launch expectations, and deliverables.

In short, P2 needed its own “Go-to-Market Playbook.” The playbook would standardize the language between product management, marketing communications and sales. It would also align stakeholders and establish a level of commitment for each product launch regarding objectives, content, and outcomes.

The new process would be implemented using standard templates and tracking tools accessible to all stakeholders.

Egress was brought in to help accelerate and enable product launch success.

Services Provided

- Conducted stakeholder interviews to assess current process
- Small group sessions to redesign the go-to-market process
- Provided a clarification of stakeholders roles and responsibilities
- Presented refined process and gained buy-in from full team
- Modeled and piloted new approach with actual product launch project
- Facilitated workshop that transferred skills to team members

Benefits

The benefits of using Egress for this Product Strategy project were:

- Define clear roles and responsibilities for each member of the team.
- Implement a standard framework to establish a common language for overall process
- Align go-to-market and launch efforts with corporate objectives
- Align go-to-market and product launch activities with sales process
- Streamline process steps to enable small lean staff to be successful