



## Getting Your Next Innovation to Market

To succeed in today's business environment, companies need to constantly innovate. If not, they face the possibility of their business stagnating and failing. Network infrastructure companies have the challenge to get their next generation products to market quickly. These products must be disruptive exhibiting next generation ideas and technologies.

The approach many successful companies take is to engage experts with the "Intellectual Capital" enabling innovation. Without these expert consultants, many companies risk missing the market window for their product. Are you looking to release a new product and lack the technical expertise to take it to market? Here's an approach and checklists to help you relieve your product release pain points.

### What's Your Need? What's Holding You Back?

- Does your current product line provide the performance that's demanded by the market?
- Does your current product line address the functionality the marketplace demands?
- Are you taking advantage of the cloud paradigm?
- Does your product line require custom hardware?
- What are the market requirements for your planned product?

In many cases, companies have the internal expertise, experience and resources develop and maintain their current and past product lines, but they don't have the expertise and experience to create a new disruptive product to market. For those companies, the answer to solving their development needs is to find the right software consultant with the expertise and experience their company lacks.

There are alternatives to hiring expert consultants, but the risk is often too great for your company to endure. Attempting to hire difficult to find, niche skilled resources can take too much time and delay your time to market. Once you hire full-time resources, you realize that you've hired a team with limited skills. Or you hire general purpose consultants or individual contractors without the expertise your project demands. Then you're stuck with the current architecture, and miss the adaptation of the new cloud infrastructure that can take you to the next level.

### Benefits of Using a Software Consultant

- Product performance tuning and functionality extension without limitation imposed by previous efforts
- New product innovation that is truly disruptive
- Reduced time to market due to expert talent being immediately available
- Ability to meet flex staff requirements with equivalent or improved technologists
- Reduced cost of lost opportunity due to delay of product introduction
- Corporate revenue, EBITDA, and profit improvement

## BENEFITS OF USING A SOFTWARE CONSULTANT

- Product performance tuning and functionality extension without limitation imposed by previous efforts
- New product innovation that is truly disruptive
- Reduced time to market due to expert talent being immediately available
- Ability to meet flex staff requirements with equivalent or improved technologists
- Reduced cost of lost opportunity due to delay of product introduction
- Corporate revenue, EBITDA, and profit improvement

## IDENTIFYING THE RIGHT CONSULTANT

**When you search for the right consultant, you'll start with a large scope and will need to narrow the field. How should you identify the right consultant?**

- Pull together a list of software consultants who focus in your technology domain. Who has the domain experience you require and has worked with similar companies in your technology domain? Get referrals from your contacts in the industry who have had success with consultants.
- Do they focus in your market segment? Do they not only understand your market, but do they have the expertise and technical knowledge on future technologies expected for your market segment?



## Identifying the Right Consultant

When you search for the right consultant, you'll start with a large scope and will need to narrow the field. How should you identify the right consultant?

- Pull together a list of software consultants who focus in your technology domain. Who has the domain experience you require and has worked with similar companies in your technology domain? Get referrals from your contacts in the industry who have had success with consultants.
- Do they focus in your market segment? Do they not only understand your market, but do they have the expertise and technical knowledge on future technologies expected for your market segment?
- Do they possess the intellectual capital that can generate disruptive technology? Do they have not only the experience to handle today's challenges, but the expertise to design next generation software and products that are merely a dream today?
- Now identify the consultants who actually have a track record of succeeding. Do they have a team of expert personnel who always succeed and have the passion to succeed?
- Finally, it's an added bonus if they are located in or near your time zone.

### What's the Answer?

Now you should have a targeted short list of consultants, or maybe just one leading consultant. Your leading consultant company is very likely Northforge Innovations.

Northforge Innovations advances network communications with dedicated software development and consulting expertise. We contribute to solving today's critical network communications challenges in two Centers of Excellence: Network Infrastructure and Network Security.

Trusted by 75+ CEOs of OEM network communications companies, Northforge develops innovative software and solutions to make our customers' products faster, more secure and more reliable, while reducing their time-to-market and lowering risk. We have built a strong foundation of business growth because our customers return for our dedicated engineering expertise and software consulting services.

Our team of highly skilled software development experts focus on advancing the security, speed and intelligence of packet transmission – the core language of the Internet. We hire our own specialists with deep passion and data packet expertise that's the intellectual capital we have built over the past decade.

© Copyright Northforge Innovations Inc., 2017. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted, in any form or by any means, without the express written permission of Northforge Innovations.

All other trademarks, product names and company names and/or logos cited herein, if any, are the property of their respective holders.

## IDENTIFYING THE RIGHT CONSULTANT, CONT'D

- **Do they possess the intellectual capital that can generate disruptive technology? Do they have not only the experience to handle today's challenges, but the expertise to design next generation software and products that are merely a dream today?**
- **Now identify the consultants who actually have a track record of succeeding. Do they have a team of expert personnel who always succeed and have the passion to succeed?**
- **Finally, are they located in your or near time zone? The last thing you want to deal with are time zones issues, language and communications barriers.**

## CONTACT US

Northforge Innovations Inc.

### CANADIAN OFFICES

Development Center  
72 Laval Street, 3rd Floor  
Gatineau, PQ J8X 3H3

Development Center  
410 Saint-Nicolas Street, Suite 026  
Montreal, QC H2Y 2P5

### NORTHFORGE INNOVATIONS ISRAEL LTD.

10 Zarchin St.  
Ra'anana 4366238  
PO Box 4318

### USA OFFICE

Sales Office  
One Boston Place, Suite 2600  
Boston, MA 02108  
781.897.1727

General Inquiries 819.776.6066  
Consulting Inquiries 781.897.1727

info@northforgeinc.com  
www.gonorthforge.com