

Before and After Positioning Statement Examples from Past Engagements

COMPANY 1

Original Positioning Statement:

Company 1 provides solutions to enhance the quality of data. We focus on high quality solutions developed for large databases and mission-critical systems. The solutions are based on natural language processing and contain a core of knowledge to provide our customers with the best quality possible.

New Positioning Statement:

Company 1's flexible and open data quality software helps leading European organizations optimize their large customer databases for increased profitability, reduced cost, improved decision making and successful regulatory compliance.

COMPANY 2

Original Positioning Statement:

Company 2 is a recognized innovator of voice recording and monitoring applications that drive efficiencies in the capture, storage, retrieval and playback of voice, radio and data communications.

New Positioning Statement:

Company 2 is the fastest growing, longest-standing and 3rd largest global call recording provider offering the most secure, open and future-proof solutions for organizations to rapidly improve performance, optimize service, mitigate risk, lower cost and maintain compliance.

COMPANY 3

Original Positioning Statement:

Founded in 1998, Company 3 provides solutions for the next generation enterprise which include the enablement of new business models, software application development, collaborative technologies, data center and cloud management, IT governance and risk training, and workforce management.

New Positioning Statement:

Company 3 is the world's fastest-growing, minority-owned, midsized provider of business consulting and IT solutions, arming organizations and systems integrators with breakthrough services, training, on-demand staffing and CTO-caliber leadership to optimize resources, reduce costs and accelerate performance.

COMPANY 4

Original Positioning Statement:

Company 4 is the industry leader in providing insurance-specific Business Intelligence and Data Warehousing for insurance companies that seek to gain a deeper understanding of their books of business, become more nimble in pricing and product development, manage their agents, improve workflow, lower claim costs and improve profitability.

New Positioning Statement:

Company 4 is the number one provider of business intelligence and data warehousing solutions for mid-sized insurance carriers, providing actionable business information and deep insurance and technology expertise to maximize bottom-line performance and minimize risk.

COMPANY 5

Original Positioning Statement:

Company 5 provides physicians with reliable and value-added outsourced practice and revenue management solutions and delivers the highest compliance and award-winning customer-service with the most dedicated customer-centric professionals.

New Positioning Statement:

Company 5 is a technology company helping specialty physicians and medical billing companies increase revenue up to 40%, productivity up to 20%, and regulatory compliance as much as 10% by streamlining and enhancing the patient billing process. *(This client had many customer testimonials to back up these percentages)*