

# A US Multinational Corporation (Confidential)

## *Scenario Planning*

---

### What our client wanted

The company, which designs and manufactures cash machines for global markets, was interested in the growth of mobile and bluetooth technologies, the growing use of e-based transactions and the impact this would have on their product development strategies. They wanted to use scenarios as a context for their new product development strategy to respond to these opportunities and challenges.

### What Frontline did

Scenarios were created with a 10 year horizon and extensive desk and web based industry research built up evidence. We designed and facilitated the scenario planning sessions and a series of workshops examining implications and options. The objective was to push the design team's thinking beyond their normal remit and challenge their breadth and depth of vision.

### What difference we made

The scenarios highlighted strategic issues in future product strategies and in creating and managing technology partnerships required to deliver the new product strategies. These were developed further by the organisation as a marketing tool with their customers evidencing their position as a thought leader in the industry.