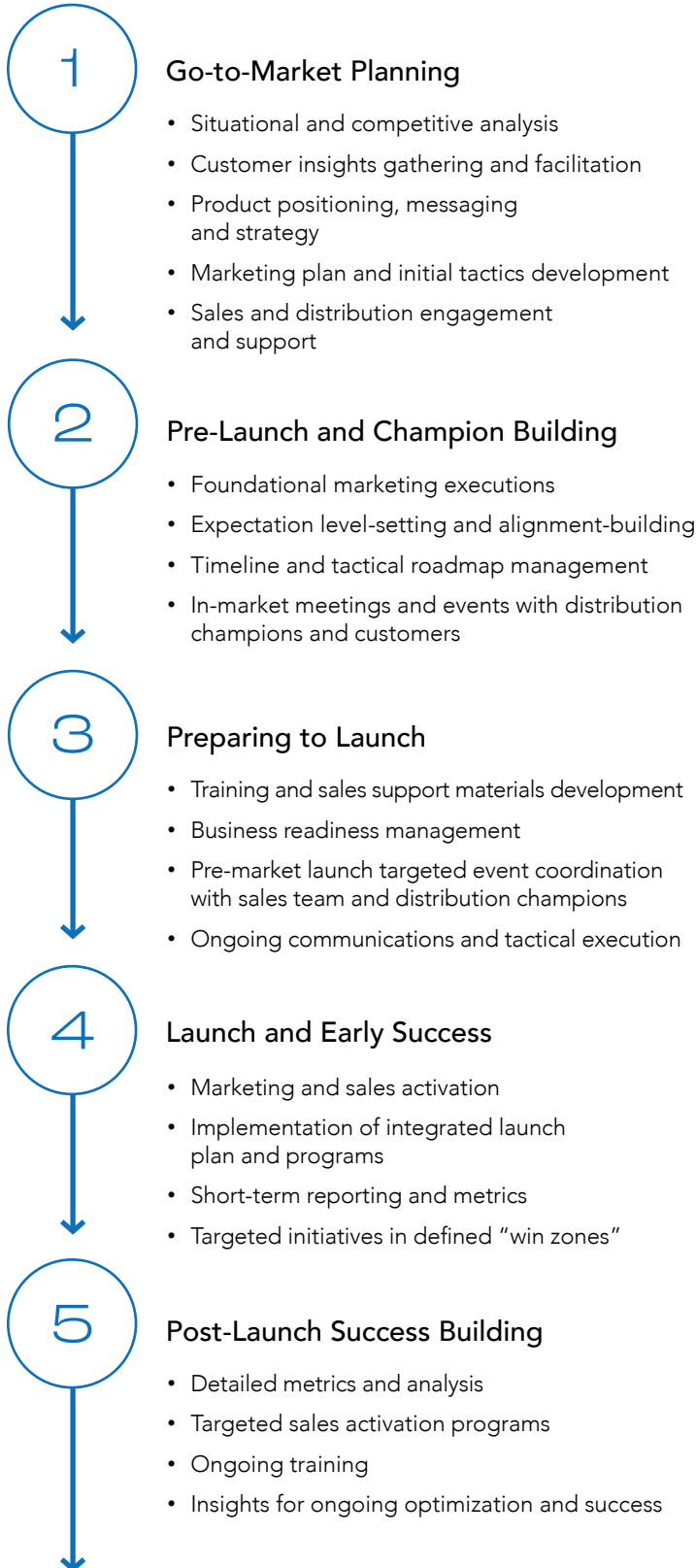


CREATING OPPORTUNITY WITH NEW PRODUCTS

At CLUTCH, we love new products. As a hybrid consultancy and agency, new products are where our combined business and industry knowledge — practical experience as product managers, marketers and sales professionals — and overall creativity and curiosity allow us to consistently add value to our clients' efforts and generate results on their behalf.

OUR INTEGRATED PROGRAM MANAGEMENT SERVICES FOR PRODUCTS



PRODUCT LIFECYCLE MANAGEMENT

Product success isn't just limited to the time a product or solution is introduced to the target audience. It begins well before that. The most impactful product launches will maintain disciplined planning and remain fully integrated across an organization and its distribution channel(s) throughout its life cycle, which will shorten the path to sale, provide a higher return on marketing investments, and create a strong brand image that stands the test of time.

THE CLUTCH PRODUCT SUCCESS APPROACH

Our team becomes an extension of your team to:

- Help navigate and build alignment around where the best opportunities are to win
- Help brand and position the product in the market
- Help stand out against the competition and create traction with your in-field teams and distribution
- Help you succeed

To successfully launch a new product, you need:

- Internal alignment and process integration in both the development and downstream go-to-market phases of the product life cycle
- A combined team of hybrids, who are both generalists and specialists
- A champion who will take risks, but also be a pragmatist when required to balance out the process

You need a partner who will come up CLUTCH when it matters most. We are confident we can be that partner.

Contact [CLUTCH](#) to learn more about how we approach product launches, our expertise in generating growth through product success and our capabilities that can complement your team.

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