



URBAN WALLACE ASSOCIATES

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New Services: UWA Expertise and Examples

Urban Wallace has specialized expertise in estimating the volume and profit potential of new services for consumer or business use. For promising opportunities, we also provide specific direction about service design and marketing. Some clients look to us for new strategies that will improve the performance of existing services.

How to Build New Services

A fundamental part of all our new service work is the development of concepts that embody service benefits and generate trial interest. We build these concepts from a thorough understanding of what a service offers, how it works for people and from whom it will derive sales. When new services are based upon supporting computer systems, we translate service concepts into marketing specifications for software development.

Our assignments to develop new services often include market assessment, competitive analysis and user research. Using this information, we develop service concepts, volume estimates, profit projections and marketing plans. We also assist with the development of advertising, selling materials and sales presentations.

EXAMPLES

Financial Services

A large commercial bank wanted to automate its letter of credit service in order to offer its customers new benefits and gain market share. Urban Wallace was asked to determine what would make this automated service attractive and how that service should be delivered. We discovered that automation could change the way in which customers managed their letter of credit exposure. We then specified the information requirements of a system that would deliver this benefit. Today, this service is recognized as the market leader.

“They did such a great job that we recommended them to several other parts of the bank.”



For companies seeking supply chain efficiencies we have created a variety of new services. Our services have made possible innovations in the relationships between customers and suppliers. They have also improved the service offerings of transportation providers and third party logistics firms.

For supply chain software developers we have created distinctive product offerings. We have been working on inter-company information exchange using direct communication between software applications. In particular, we have helped develop application integration web services that move data between companies and manage business processes between software systems.