

APPLICATION DEVELOPMENT ASSOCIATED WITH NEW MARKETS

New Market Entry gives SMEs - and larger enterprises - an unprecedented opportunity to win new customers and gain new profits. If your company wants to enter a new market, take these key steps for a fluid process and successful outcome.

We at Cyber Group were working with our client, helping them with Application Development and New Market Entry. The target markets were New York, Ohio, Pennsylvania, and other northeastern states, and we planned to use their existing technology. In this case, we were hired for the opportunity to grow their business, not to solve a critical problem. The client's opportunity was to be the first mover in this newly deregulated market for retail energy. These markets were opening up very quickly and our client wanted to take advantage of the new market by becoming one of the first REPs to do business in this particular area and gain a first-mover advantage.

Our specific problem to solve for the client was planning the timeline of how quickly they could extend and adjust the core system to support customer acquisition and billing in this new market.

To solve this particular problem, Cyber Group used our team of developers already in place who were thoroughly familiar with the existing system for Customer Acquisition and Billing. We also had a QA team who were very familiar with their existing systems and who ran the entire QA process. Because of our familiarity with the system, we added a team of 6 developers and a couple of QA personnel to work side by side with our production support team and our customer team to really fast-track this market entry process.

The outcome was a great success. We were able to enter three markets within around 18 months. That's incredibly fast in the Retail Energy business. If a business is entering a new market and facing issues related to enrollment, customer interaction, system interaction with respective utilities, and billing issues, disruption could create critical PR issues. So we wanted to make sure we were right the first time. We made a lot of changes to an existing system which supports many other existing markets, and we wanted to make sure that there were no disruptions. We managed to complete this project with minimal to no issues during this market entry.

To summarize, we helped a company that was trying to be the first mover into a new market by building them a custom system so that they could respond very quickly and could get up to speed within around 18 months of entry. And that resulted in incremental revenue for the business.

Entering a new market can be a tricky ordeal, but with outsourced experts at your disposal, your business can integrate and optimize internal system architectures to support whatever new market your business endeavors to enter.