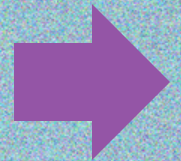


B2B SaaS companies struggle to get positioning right.

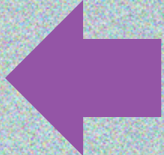


Check out this case study
to see how better
positioning drove growth.

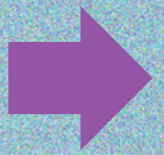
The challenge

**Too many products.
No clear story.**

A global tech company
managed 150+ SaaS
products across Security, AI,
Analytics, and Commerce.



Each ran independently, with
no unified go-to-market
strategy, no shared
messaging, and no cross-sell
playbook.



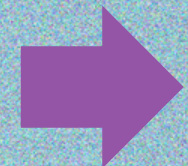
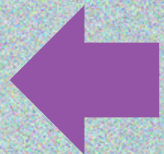
Revenue topped \$1B, but the
portfolio felt fragmented, to buyers
and to the sales team.

The strategy

One story. One strategy.

We built a unified marketecture
and portfolio storyline that:

- Aligned products to buyer personas.
- Revealed cross-sell pathways.
- Mapped to real customer pain points.



Sales finally had a clear,
consistent message with
scenarios they could actually use.

The results

Revenue lift unlocked.

With the new narrative, cross-brand sellers were able to:

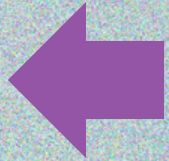
- Sell the portfolio, not just products.
- Engage new decision-makers.
- Accelerate deal velocity.

The result: +35% YoY revenue
growth

The takeaway

A unified story drives unified growth.

When your SaaS portfolio
speaks with one voice, buyers
listen.



And your sales team wins.

Want help aligning your
portfolio story? Let's talk.