

## Successes

Proven Results - Proven Returns

## Analyst Feedback

A few months later, a brand new, comprehensive software offering was shipping to Beta customers. Analysts said "This product you have created is where the rest of the industry needs to go, but you are already there!" They advised other vendors not to try to duplicate this, but simply to OEM Greg's product. As a result, both IBM & Hitachi became resellers.

With \$19MM new revenue in the first year alone, patents filed to protect the technology, plus a hardware & Professional Services drag, the corporation was delighted.

## Clients

This is just one of many success stories. Greg's clients include:

- IBM (US)
- IBM Research Labs (UK)
- Tivoli Systems (US)
- European Space Agency
- British Aerospace
- Start-up companies
- Etc.

To accomplish the best results, Greg typically engages full time with a company for 3-12 months, joining the company as a member of the executive leadership team.



## Greg Knight

B.Sc.(Hons), C.Eng., CITP, MIOD

Greg is a highly skilled, results-oriented, dynamic, executive leader, with a long track record of adding several \$Tens-of-Millions to a company's annual revenue.

He has exceptional technical skills (a strong Patent Portfolio), plus excellent experience in new product development, business and marketing.

Greg Knight is a qualified Chartered Engineer (PhD) in Computer Science, and a Chartered Information Technology Practitioner (CITP) in Information Technology. He brings 20 years of IT consulting experience.

## Contact

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*New  
Software Product  
Development*

*From Conception  
Through Launch*

*Executive-Level  
IT Consultancy  
& Leadership*

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# New Software Product Development

There are many factors to consider when looking at creating new products. These include :

- What is the unique value-add?
- Can the product grow with the company, or as a separate offshoot?
- Will it sell and can the market be sustained?
- Can a barrier to entry be created, preventing other companies from copying the idea?
- What is the fastest path to market?
- How can revenues be maximized?
- What is the *competitive* landscape?

## Creating Solutions

This is where Greg Knight can help. Greg has 20 years of successful background, qualifications, training & experience in inventing & developing new software products. Executive-level IT consulting areas include:

- New Product Creation
- New Inventions & Patents
- Practical Next Generation Strategies for aging products, inc. EOL
- Improving Engineering
- Effective Mergers & Acquisitions
- Effective Multisourcing / Outsourcing

Greg will work with the executive management, to help define the product & target market(s), balancing the business needs with the strategic development needs, then he will work with the IT staff to bring the product to market in the most cost effective manner.

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## A Case Study

The CEO of a 1,400 staff US storage company asked Greg to create a significant *software* revenue stream for a *hardware-only* company.

There were many individual challenges in finding a solution.

- The revenue stream must exceed \$10M in the first year, and grow year-by-year.
- The product had to offer unique value-add in the storage industry.
- It had to be in-line with the company's core competencies, so that it would continue as a part of the company, not just an off-shoot.
- Ideally, it should result in selling more of the company's hardware, and provide additional value to the current customer base.
- Finally, there was *no cash* available to invest in generating this new revenue stream.



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## Defining the Product

Greg conceived a product that was both unique, and in-line with the company's core competencies. There was no time or money to develop the product from scratch, so Greg spent several months scouring the US from east to west, looking for the ideal partners, and talking to industry analysts.

The deal that Greg put together comprised OEMing two completely different products, each the leader within their sector & price point, then designing the software layers ("glue") to make the products work together intelligently .

## Barrier to Entry

The next challenge was to create a barrier to entry to prohibit any other vendor just copying his ideas, and doing similar deals. Greg addressed this by inventing new application-to-storage traffic optimization algorithms, patenting them, then optimizing the solution for the company's existing hardware offerings.

This created a product that not only had patent protection, but that could not be matched performance-wise, without a competitor selling the client's own hardware.