

Project: **Developing a Smart Cities Commercial Approach Analysis and reshaping the Value Proposition to leverage new business opportunities in cities**

Client: **SIGNIFY**

Challenge and objectives

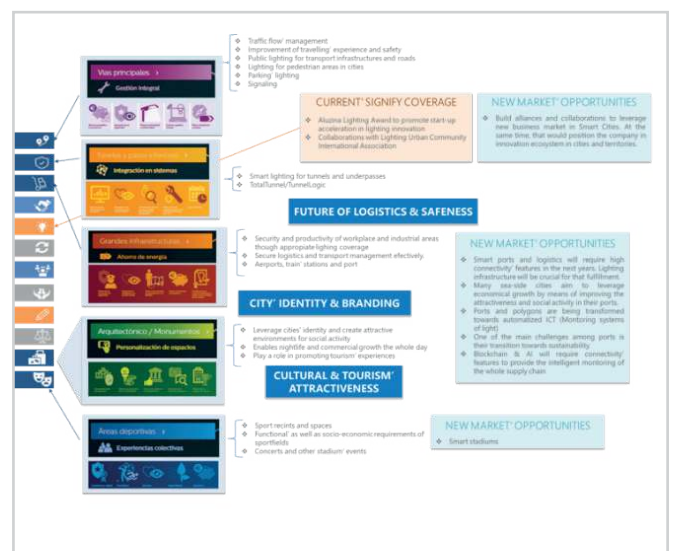
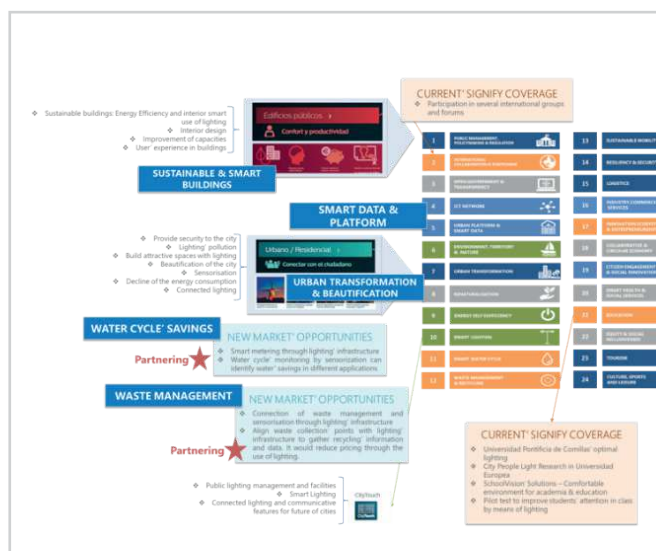
SIGNIFY needed to build a new commercial approach and reformulation of the company's value proposition. Overall, the company needed to better address urban challenges by adapting its offering to the city's needs and increase its city-related revenue.

Description

With the aim of leveraging its business in cities, DOXAIS advised SIGNIFY's Commercial & Business Development team in redefining the value propositions and storytelling, as well as promoting its utility products to citizen-value for public administrations. DOXAIS assessed to which degree SIGNIFY's offering covered the general current and future needs of cities worldwide and promoted its internal transformation to a bring-to-market window for the company's products and services to cities and territories.

Outcomes

- SIGNIFY Diagnosis & Matching Analysis to cities
- SIGNIFY's new commercial and value proposition approach to cities



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