



STRATEGIC PLAN FOR EDGE AND PRUTECH COLLABORATION

1. UNDERSTANDING THE TARGET AUDIENCE

PERSONA IDENTIFICATION

Identify key decision-makers (CIOs, IT Directors) and build personas outlining their goals, pain points, and decision factors.

NEEDS & PERCEPTION MAPPING

Survey and interview IT leaders to gauge awareness, usage, and satisfaction, then align insights with personas.

2. ANALYZING THE MARKET AND SERVICE PORTFOLIO

MARKET RESEARCH & BENCHMARKING

Compare Edge's services with peer consortia and vendors to identify gaps, overlaps, and differentiators (e.g., AI, network security).

SERVICE ALIGNMENT

Identify gaps between institutional needs and Edge's offerings to suggest enhancements, partnerships, or PruTech-powered solutions.

3. DEVELOPING A GO-TO-MARKET STRATEGY

VALUE COMMUNICATION STRATEGY

Develop persona-based value messaging supported by case studies and dashboards.

DEMONSTRATION OF EXPERTISE

Showcase PruTech's AI, cloud, and cybersecurity solutions enhancing Edge's portfolio through pilots or case examples.

4. ESTABLISHING A COLLABORATIVE FRAMEWORK

ROADMAP FOR COLLABORATION

Deliver a clear roadmap outlining the Edge–PruTech strategic plan.

CONTINUOUS FEEDBACK LOOP

Establish a feedback loop with institutions to refine services and communication strategies.