



# STRATEGIC PLAN FOR EDGE AND PRUTECH COLLABORATION



PruTech

## 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.