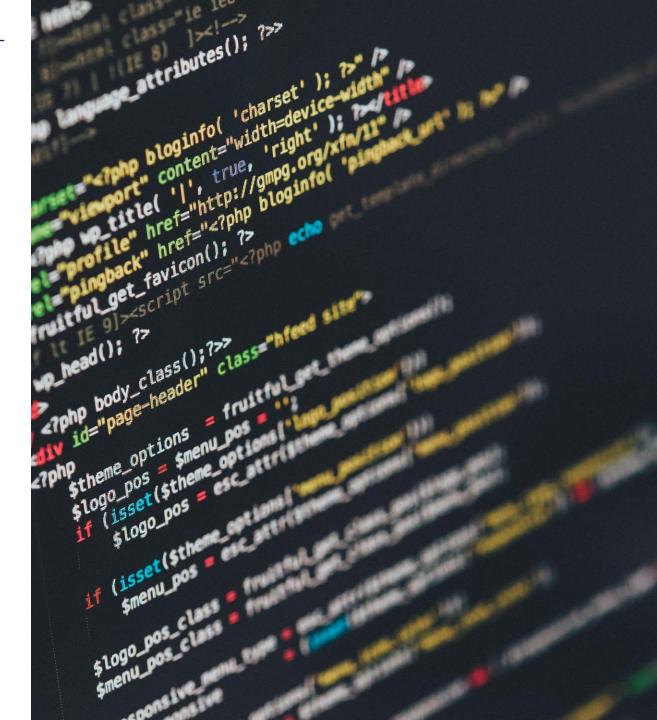# Case Study

QuantumLink
Case Study

Company Background

QuantumLink (QL) was once at the forefront of cloud-based enterprise solutions. However, sales and profits have declined due to the entry of new competitors and changing market demands.

The company's Chief Executive understands that investment into several areas of the business are needed to secure its future, but the Executive Leadership Team needs assurance that these investments will lead to better company performance.

The Chief Executive has engaged you to develop a strategy that will outline how investments into key areas of the business will increase company performance.

As an external consultant who knows very little about the company, you will have to work quickly to gain the trust of key stakeholders and a clear understanding of the business value chain.

Beginning the Engagement

On your first day, you meet the Chief Technology Officer (CTO), who provides you with the following company insights:

- The software development teams use various methodologies (from Scrum to Waterfall), resulting in inconsistent project timelines and deliverables. The lack of a unified approach complicates resource allocation and project outcome predictions.

- Employee churn is highest among mid-level engineers, who leave due to limited career growth opportunities and outdated technologies. The turnover is concerning because the onboarding process is lengthy and involves a steep learning curve with proprietary technologies.

- The IT infrastructure is a mix of advanced and outdated systems. While core cloud services run on state-of-the-art servers, internal tools and software rely on older technologies. There is no active push to modernise these legacy systems, which are becoming bottlenecks.

- The company offers over 50 enterprise solutions, but there is little clarity on product profitability. Product managers focus more on adding new features than on evaluating the financial health of their products.

- Communication between departments is inefficient, often leading to duplicated efforts. For example, marketing and sales departments run parallel campaigns targeting the same customer groups with different messaging and strategies.

Your Challenge

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You have been asked to present your recommendations to a panel of Directors from QuantumLink to demonstrate how investment into key areas will lead to better company performance.

After the meeting with the CTO, you head back to the office to plan the best way to develop the initiatives and evaluate their potential value.

What are the key initiatives that you would recommend to boost business performance?

How can you demonstrate the potential value of these initiatives?