

Engineering a 4.8x Growth Program

Partnered with an enterprise software platform business to diversify beyond its legacy product line and scale revenue from \$22.4M to \$108.4M in four years

THE CHALLENGE

At this lower mid-market enterprise platform business, growth had plateaued around a single legacy product line and a concentrated base of enterprise accounts, leaving their investors' investment thesis exposed and at-risk heading into a competitive hold period. The management team, along with their capital sponsors, were frustrated about the growth stagnation and nervous about competitors moving on the same enterprise buyers with newer solutions. They needed help defining what strategies should be deployed to re-energize the business, deepen penetration across existing accounts, and ramp-up growth with a validated, aggressive and executable value creation trajectory.

THE NORTHSHIFT SOLUTION

Developed Growth & Innovation Strategy

Conducted targeted yet robust market and customer analysis, helped them identify and quantify growth opportunities beyond their core legacy product, and guided them to diversify their product mix with 2 innovative new products.

Prepared Actionable Activation Playbooks

Sequenced two new product launches with clear go-to-market activation plans, including value messaging, marketing, sales, customer engagement and cross-sell motions. Delivered 4.8x revenue growth.

Tracked Progress & Optimization

Implemented real-time tracking and reporting tool to provide management with visibility into value-creation progress, and insights into specific areas of revenue optimization potential. Delivered a 48% CAGR.

Revenue Growth Delivered



“ It took me years to consider learning about the benefits that AI could bring to my business. My mind is blown every time I engage NorthShift for possibilities. ”
— CEO, PE-SPONSORED CLIENT

Don't just track your data. Act on it.

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