



austincsi

**WHAT IS YOUR PRODUCT?**

Transforming a World-Class Aerospace Company  
Into a Product-Centric Organization

**Situation**

- Need to increase delivery efficiencies
- Emphasis on customer focus

**Approach**

- Define current state by conducting key stakeholder interviews
- Facilitate refining workshops with cross-functional groups
- Develop a business case for adopting product-centric practices
- Establish best practices & provide recommendations for future

**150K+**  
USERS  
IMPACTED  
ACROSS THE  
ENTERPRISE

**14**  
WEEK  
ENGAGEMENT  
TO BUILD OUT  
PROOF OF  
CONCEPT

SERVICES **PRODUCT-CENTRIC  
TRANSFORMATION**