

Launching and Scaling a Startup Platform with Launch + Grow Services

Services Delivered: We partnered with an IT Device Management startup, which needed a full-service approach to launch their innovative platform for managing device lifecycles and enhancing remote employee experiences.

Background/Business Challenge

The startup required an integrated solution covering product design, digital engineering, customer experience, and marketing to launch effectively and scale quickly in a competitive market.

- **Need for cohesive branding and UX design** to create a compelling product.
- **Requirement for robust digital infrastructure** to support seamless device management and user engagement.
- **Challenges in developing and executing a go-to-market strategy** to drive rapid adoption and growth.

Solution

Axelerant provided a comprehensive service suite, combining strategic planning with execution to address every aspect of the product launch and growth journey:

- **Design:** Developed a user-friendly interface and cohesive brand identity to enhance user engagement.

- **Engineering:** Built a scalable, secure platform using AWS and React, integrating inventory management and automated workflows
- **Marketing:** Crafted and executed a go-to-market strategy with targeted campaigns and content marketing to drive awareness and adoption.

Supporting Evidence

- **50% faster time-to-market** through an integrated approach combining design, engineering, and marketing.
- **35% growth in user base** within the first three months post-launch.
- **60% increase in user engagement** due to enhanced design and targeted marketing efforts.

Results

The startup successfully launched its platform, quickly scaled its user base, and established itself as a leader in the IT device management sector, achieving high user satisfaction and operational efficiency.