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Who We Are and The Problem We Solve

Clearworks provides product management and product marketing expertise and resources that enable companies to build more compelling products, accelerate product launch initiatives, and better articulate messages to customers. Our services span the product lifecycle from concept through launch, helping product teams define, position, launch, and market innovative products.

Our project-based approach provides discrete, measurable, actionable deliverables. Our business model is efficient and cost-effective and results in projects with well-defined scope and budget. Our knowledgeable team brings expertise from diverse industries and requires little direction, so we can quickly understand your products, services, and technologies and provide immediate value. Our core strength is our customer-focused discipline that helps companies deliver compelling products and services; removing complexity, not value, from products and messages.

CONCEPT TO LAUNCH PRODUCT MANAGEMENT & PRODUCT MARKETING

NEW PRODUCT IDEATION
Innovation Process
Ideation Sessions
Customer Advisory Boards

CONCEPT EVALUATION & VALIDATION
Market & Competitive Analysis
Qualitative Research

PRODUCT DEFINITION
MRDs, PRDs
Business Cases
Customer Research

PRODUCT POSITIONING & MARKETING
Messaging & Positioning
Product Naming
Product Collateral

PRODUCT LAUNCH
Process Mapping
Customer Experience Programs
Operations & Support Planning

PRODUCT EVALUATION
Qualitative Research
Customer Satisfaction Studies
Customer Advisory Boards

CUSTOMERS

Clearworks engages the voice of the customer throughout the product lifecycle to help you deliver compelling, differentiated products and services

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WORKSHOPS & FACILITATION

Clearworks team members are experienced facilitators. We conduct workshops on a variety of topics and facilitate a range of summits, boards and meetings for our customers. Below is a sampling of what we can do.

Workshops
- Innovation Process Development
- Process Mapping for Product Launch
- Customer Experience Mapping

Facilitation
- Ideation Sessions
- Customer Advisory Boards
- Product Roadmap Strategy Sessions

INDUSTRY EXPERIENCE

The Clearworks team has a demonstrated ability to learn new technologies quickly and hit the ground running on any new assignment.

Our industry experience includes:
- Consumer Electronics
- Consumer Software
- Electronic Payments
- Enterprise Software
- Financial Services
- Location Based Services
- Technology Research
- Telecommunications
- Wi-Fi
- Wireless

CLIENTS

At Clearworks we work with large corporations as well as startups. Our clients include:

- Advanced Global Communications
- Bitpass
- Bankserv
- Blue Mug
- Charles Schwab
- CommScope
- D&M Holdings; McIntosh Labs
- eDough
- Enterprise Ireland
- IP Commerce
- IHS
- Krugle
- The Leukemia & Lymphoma Society
- Line Management
- Microsoft
- Molex
- Plantronics
- RAMWare
- Round2
- SD Forum
- SK Telecom
- Southern Maryland Cable
- SunEdison
- Sybase
- Symantec
- Taipei Design Center
- Trend Micro
- TruePosition
- Typesoft
- Untangle
- Visa International
- Wells Fargo Online Merchant Services
- Xmarks
- Zoove

> "The Clearworks team does an excellent job helping us incorporate the voice of the customer into our services, process and messaging. They take a creative approach, tailoring a variety of research techniques to different audiences and objectives to generate rich insights."

Catherine Moon
Director of Services, Symantec

> "The Clearworks team did an amazing job understanding a complex engineering project, running our customer focus group, and turning that into a usable product requirements document. I have mentioned to several people that it is incredible your level of understanding of our product with such limited exposure."

Dean Pfutzenreuter
Software Architect, Krugle