

Getty Images was looking for new revenue opportunities to grow their business outside of their core business offering. Although they had developed a new product, they had not launched it.

"We brought in Cascade to help us implement a new product line and were quickly impressed. The team quickly developed a clear understanding of our company and the goals we were committed to. As a result, they were able to make an immediate impact on the project. Cascade's results-focused commitment, as well as Business and IT experience, proved to be invaluable."

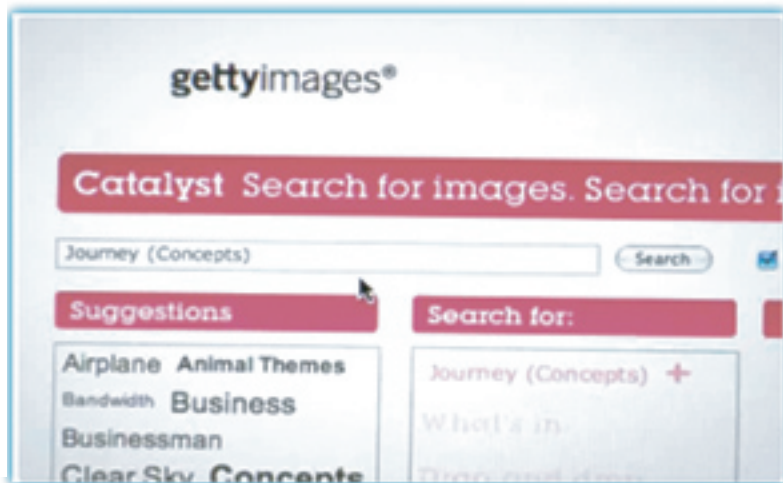
Robert Treves
Vice President, Release Management - Getty Images



CBG Delivers

CBG is helping Getty manage multiple product launches and develop repeatable processes and templates to build a scalable and sustainable model for designing and delivering new products in the future.

- Strategic Analysis
- New Product Launch Process
Template Creation
- Simultaneous Product Launch
Management
- New Product Design & Delivery
Model Implementation
- Process Template and IT Application
/ Systems Integration



Results

Getty has delivered their first two new product launches and is building the processes and infrastructure to deliver future launches more efficiently, reducing both time to market and cost of delivery.

