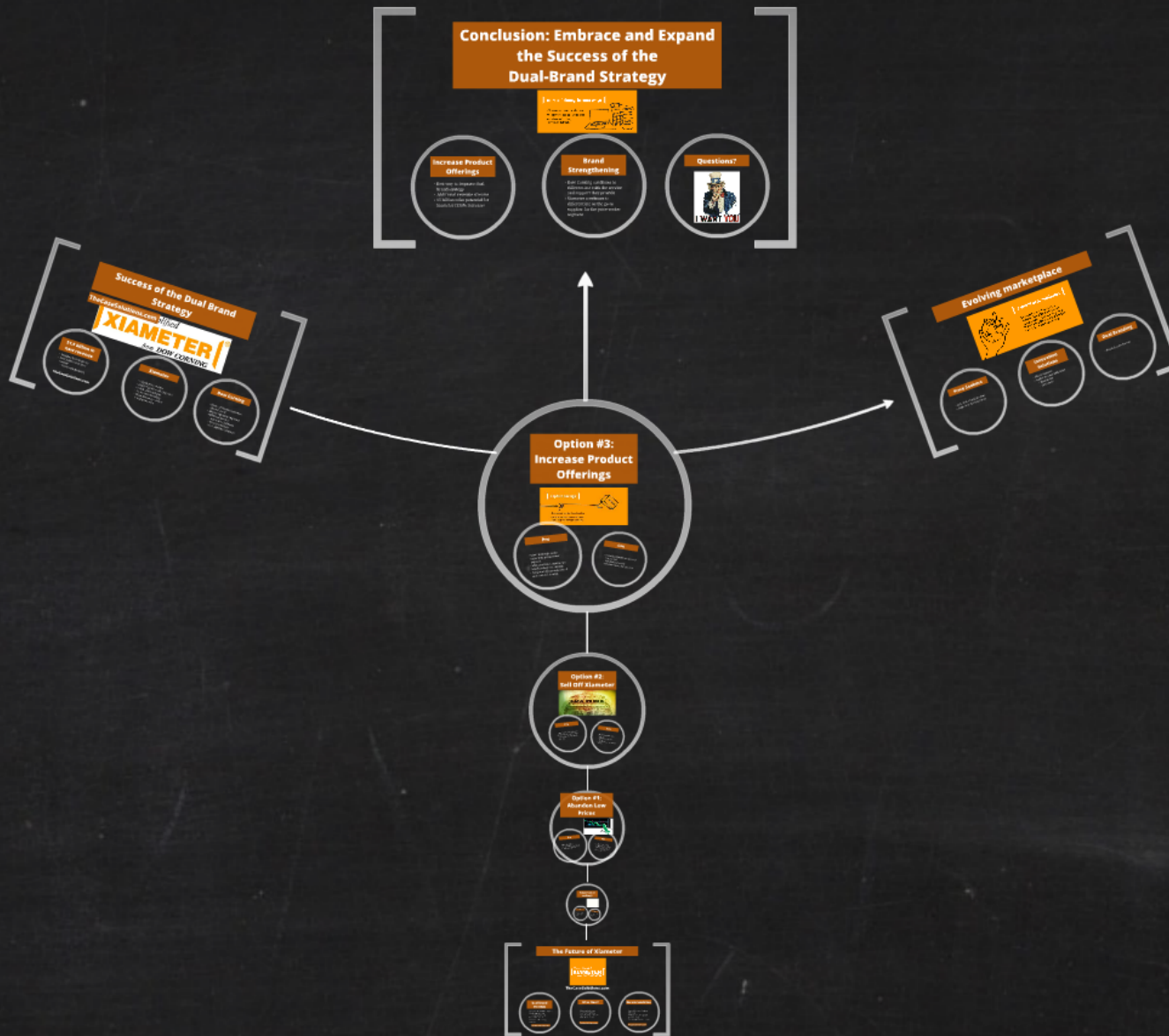


TheCaseSolutions.com

MINTing Innovation at NewYork-Presbyterian (B)



TheCaseSolutions.com

MINTing Innovation at NewYork-Presbyterian (B)

# The Future of Xiameter



**TheCaseSolutions.com**

## Dual Brand Strategy

- Sales Growth of 60% in 4 years
- Market segmentation
  - Customer Demand
- Economies of Scale
- Access to Dow Corning resources

**TheCaseSolutions.com**

## What Next?

- Continue Status Quo
- Abandon Low Prices
- Spin off/Sell off Xiameter
- Offer More Products

**TheCaseSolutions.com**

## Recommendation

- Expand Xiameter Product Offerings
- Embrace and develop dual brand strategy
- Create new revenue streams

**TheCaseSolutions.com**

# Dual Brand Strategy

- Sales Growth of 60% in 4 years
- Market segmentation
  - Customer Demand
- Economies of Scale
- Access to Dow Corning resources

[TheCaseSolutions.com](http://TheCaseSolutions.com)

# What Next?

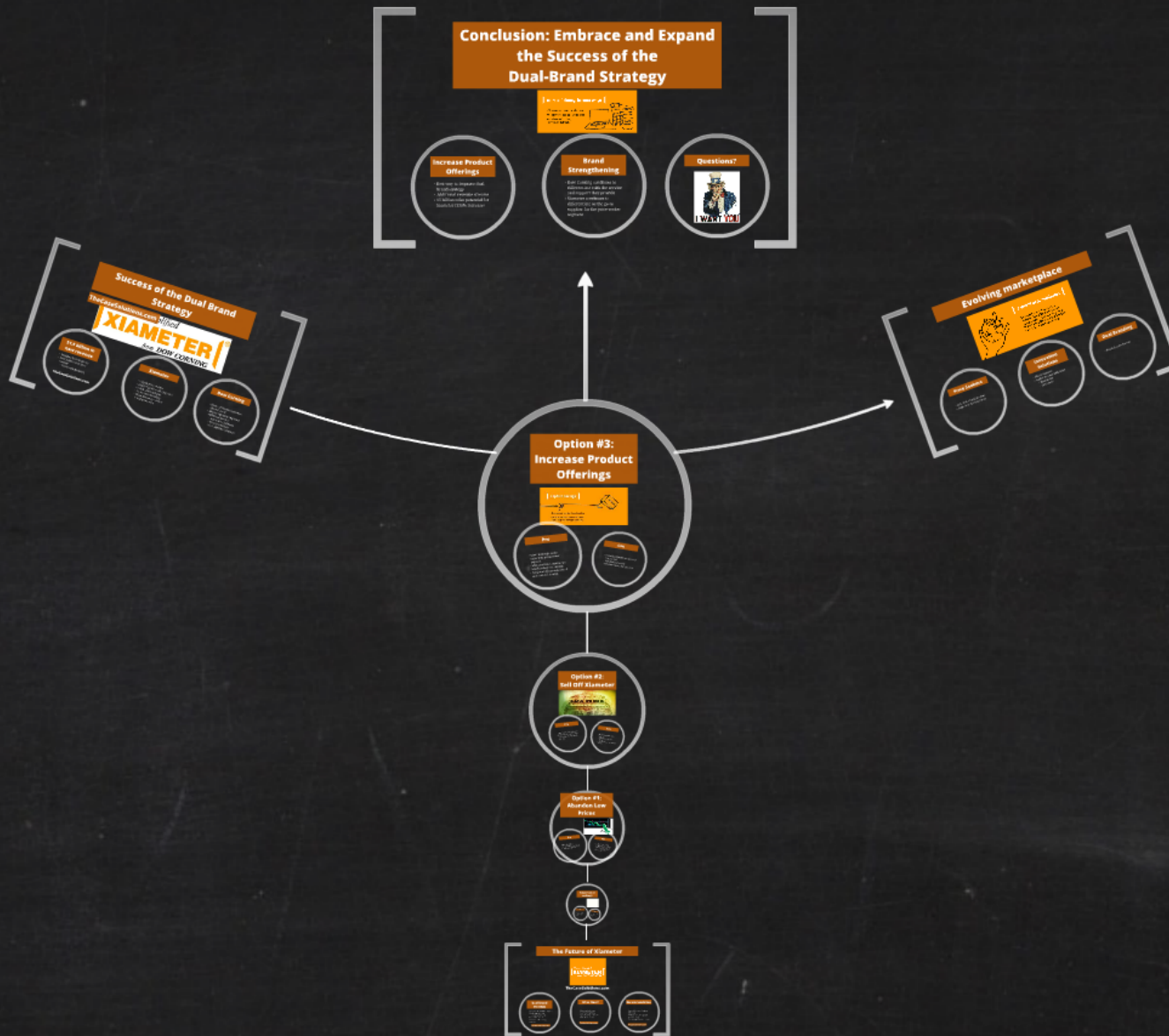
- Continue Status Quo
- Abandon Low Prices
- Spin off/Sell off Xiameter
- Offer More Products

**[TheCaseSolutions.com](http://TheCaseSolutions.com)**

# Recommendation

- Expand Xiameter Product Offerings
- Embrace and develop dual brand strategy
- Create new revenue streams

**TheCaseSolutions.com**



TheCaseSolutions.com

MINTing Innovation at NewYork-Presbyterian (B)

# Success of the Dual Brand Strategy



## \$1.5 billion in new revenue

- \$1 billion from Xiameter
- \$500 million from Dow Corning
  - Previously declining

**TheCaseSolutions.com**

## Xiameter

- Targets Price seekers
- Limited product offering ~350
- Quick online pricing
- No services bundling
- Takes advantage of Dow Corning resource

## Dow Corning

- Range of Premium product offered -7,500
- Market segments requiring additional services
  - Innovative Solutions
  - Proven Solutions
  - Cost Effective Solutions



# **\$1.5 billion in new revenue**

- \$1 billion from Xiameter
- \$500 million from Dow  
Corning
  - Previously declining

**TheCaseSolutions.com**