



CASE STUDY

How Redox scaled within their existing enterprise accounts while **targeting new Fortune 500 customers.**



About Redox

Redox accelerates the development and distribution of healthcare software solutions with a full-service integration platform to securely and efficiently exchange healthcare data. Data can be transmitted across a growing network of 700+ healthcare delivery organizations and 275+ independent software vendors.

Outcome-focused solution based on Redox's business context

Early validation with c-level targets

Scalable through a reusable framework

Challenge

By enabling the frictionless adoption of technology, Redox has been recognized as enabling the Digital Transformation programs of multiple Fortune 500 medical device companies. In order to scale that success, they knew that they needed to move from the role of technology partner to strategic advisor. This shift would require a new framework for how they engaged with the C-suite of their Fortune 500 customers.

Approach

To support the transformation from technology partner to strategic advisor, Redox knew that they needed deep Digital Transformation domain expertise. Chakra's depth of commercial and digital transformation expertise, combined with their ability to quickly come up to speed on the challenge meant that Chakra was able to provide a customized outcome-focused solution based on Redox's specific business context.

"We chose to work with Chakra because they're willing to put skin in the game from day 1 and take a true partnership approach to driving success for Redox."

– Chief Marketing Officer

Outcomes

"We work with Chakra because their executive team were leaders in one of the business worlds most visible digital transformations."

By working with Chakra, Redox proved that they could engage at the C-suite and put their technology in the context of the billion-dollar problems that medical device company executives worry about. Chakra's reusable framework enabled Redox to have meaningful conversations with executives of new Fortune 500 customers. This will allow Redox to scale within their existing enterprise account while targeting new Fortune 500 customers.

Chakra is an outcome-based digital transformation consulting firm focused on the intersection of business model innovation and digital solutions. Chakra's executive team were leaders in one of the business world's most visible digital transformations and are passionate about taking their vision of transformation to the world.

www.chakra.expert

