

Senior-level advisory across product / services scaling, operating model design and governance discipline

Product Advisory

Emerging product organizations and growth-stage companies require scaling of product portfolios, integrating acquisitions and institutionalizing product management excellence.

- Product operating model (POM) design
- Product portfolio rationalization
- PM governance rituals & cadence
- Product maturity assessment
- M&A product integration frameworks

The above requires experience, expertise and best practices adaptation.

Leadership Advisory

We work with product organizations as a sounding board for product leaders and provide product leadership support across below activities

- 1:1 or small-group advisory for CPOs, heads of product and business unit leaders.
- Regular sessions around live product decisions.
- Review of org structure, roadmaps and bets.
- Guidance on communicating with board & CXO.
- Support for building internal product maturity.

Strategic Advisor for SI Organizations

The IT consulting services industry market in India is entering a transition phase:

- At one end: Large SIs winning scale-led, price-driven programs
- At the other: Specialist partners winning outcome-led, consulting-heavy work
- Mid-sized SI partners who remain T&M-heavy are being structurally squeezed.

The next few years will decide whether an organization can become:

- A specialist, high-margin focused offering partner, or
- A capacity supplier with increasing price pressure

This transition is not about effort — it is about choices

Increasingly focused, offering SI business with niche differentiation and scaling revenue requires a different strategic operating model. Typically, mid size IT organizations have a headcount-led model that breaks at scale due to:

- Margin compression
- Working capital stress
- Founder dependency
- Inability to productize or reuse

To scale revenue sustainably, the company must shift to:

- Practice-led growth
- Repeatable fixed-price offerings
- Focus and aligned GTM positioning

Our Strategic Approach

We work with the founders to re-architect the firm at three strategic layers:

1. Where to Play (Strategic Focus)

Growth comes from focus, not coverage

2. How to Win (Economic Design)

This is how you escape pure T&M economics

3. How to Scale (Organizational Design)

Scale without maturity destroys value

Mentoring Services

- Identify next-level leaders (Product Leaders, Practice Leaders, Delivery / Presales Heads)
- Redesign org from → People-centric → Practice-centric → Product-centric
- Coach founders on letting go without losing control

Outcome Proposed

An aligned strategy and clear purpose-driven mission recommendations implementation and handholding over a period to help the organization achieve the following



- Predictable and repeatable product / service offering based revenue models
- Reduced founder / core team escalation load
- Focus on brand recognition and better brand identity in the value chain

Why Rankup Advisory

Led by a senior advisor with 35 years of experience across industry, digital transformation and institutional systems, RankUp Advisory brings rigor, realism and long-term thinking to strategic growth consulting.

Contact

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