

# How 3Ddatacomm Mapped Out Its Next Moves With Digital



## THE CLIENT – 3Ddatacomm

[3Ddatacomm](#) is a professional audio-visual integrator offering solutions for business, government offices and educational facilities across Atlantic Canada.

3Ddatacomm created a subsidiary called [BoxAV](#) which offers commercial grade AV equipment to individuals in a convenient way using eCommerce.



*"The Second Spring team is second to none when it comes to understanding our business. The workshop was well organized, interesting and thorough."*

**Mike Milburn, CEO. 3Ddatacomm**

## THE CHALLENGE – How Does BoxAV Fit Into the Landscape?

3Ddatacomm worked with Second Spring to build, launch and market the BoxAV online store. With BoxAV growing into a strong brand, it was time to strategize and define how BoxAV would fit into the long-term vision of 3Ddatacomm. We needed to clearly define how the two brands could support one another in their growth objectives.

## THE SOLUTION – Define The Future of Digital for 3Ddatacomm

3Ddatacomm engaged Second Spring to define their digital strategy as it relates to BoxAV. The scope of this project included 1) Digital Assessment, 2) Market & Competitor Insights and 3) Digital Strategy and Roadmap. The Digital Assessment focused on uncovering the current state of 3Ddatacomm by getting clear on the organization's vision for digital. The Market & Competitor Insights illustrated how 3Ddatacomm compared against its peers in the marketplace and helped uncover additional valuable insights for the roadmap. The inputs from 1) and 2) were used to build a digital roadmap that outlined three-year objectives, one-year results, and quick wins – all activities were in support of 3Ddatacomm's digital vision and redefining the role of BoxAV in the organization.

## THE RESULT – Confidence to Take The Next Steps with Digital

At the end of the engagement, 3Ddatacomm gained a strong understanding of how they could grow with Digital by leveraging the eCommerce capabilities of BoxAV. 3Ddatacomm was provided with a set of strategic objectives to grow with digital. Supporting these objectives was a list of projects to be undertaken. Project details included budget, duration, and priority. This list of projects, visually summarized in a roadmap, gave 3Ddatacomm a picture of their future with digital.

Key strategic objectives included:

- Use BoxAV to support larger 3Ddatacomm business
- Restructure sales team to support BoxAV outreach
- Improve business process, systemization and automation
- Improve sales pipeline accuracy
- Innovate customer delivery and service



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