



# Software technology company prepares for a new level of growth



[www.deltaxml.com](http://www.deltaxml.com)

## How getting the right industry expertise and approach is so important

### Summary

DeltaXML are a very successful software technology company who were looking for Part-time Non-Executive Director support to advance their growth objectives.

### Challenge

DeltaXML approached Boardroom Advisors because the board wanted an expert advisor who could offer perspective on the development of new products in the SaaS space.

### Solution

DeltaXML were matched with a Boardroom Advisor who had very specific skills and experience that could hit the ground running. The process began with a review of the company which involved bespoke workshops addressing individual aspects of the business combined with one-to-one discussions with board members. The outcome was a comprehensive report analysing the organisation and presenting a strategy for implementation.

The advisor was involved in product road map development, from assessing the risk in the choice of product deployment, through to a commercial strategy for the sales proposition. The advisor also introduced DeltaXML to a performance framework for company staff and individual director performance goals.

DeltaXML benefitted from the added value Boardroom Advisors was able to provide in the product development and marketing of SaaS products as the business moved to engage with a new type of customer.

The flexible working arrangement of one day a week, available anytime throughout the week, meant the advisor could contribute when stakeholders required input or advice to progress their initiatives.



## Result

- Supported and defined the product development road map
- Advised on and clarified the commercial strategic direction focusing on growth targets
- Helped bring a SaaS product to market.
- Introduced a bonus structure for staff and directors that aligned with company goals.

## Company Profile

Through 20 years of R&D effort DeltaXML Ltd. have developed their core competency in the management of change using XML, and as a result they have developed unmatched expertise in this specialist field and delivered working solutions to around 200 class-leading companies, and tens of thousands of users.

DeltaXML Ltd.'s key product DeltaXML Core has been in production use since 2001 and has established itself as the pre-eminent product in XML document and data comparison. They now have public and private sector customers in all four corners of the globe operating at the leading edge of large XML deployments.



***"For any growing company, external board-level advice can make a real difference. The key is to find the right advisor and the advantage of Boardroom Advisors is that they have a wide range of experienced NEDs to call on. We were able to choose from a number of potential advisors and so get the industry experience and approach that suited our company requirements"***  
**Robin La Fontaine, Founder and CEO**



## Boardroom Advisors