

POSITIONING & MESSAGING STRATEGY

Unit4 Prevero - USP & Positioning Strategy

Enterprise software positioning / FP&A and CPM

Finding simple commercial propositions inside a technically complex enterprise platform.

THE BRIEF	Explore alternative USP and positioning routes for Prevero's CPM/FP&A platform in a crowded enterprise-software market.
MY ROLE	Positioning strategy · USP development · Benefit/evidence mapping · Messaging territories · Headline concepts
AUDIENCE	Finance leaders and buyers of CPM/FP&A solutions.
APPROACH	Translate technical capabilities - automation, data integration, self-service applications, AI and faster implementation - into business outcomes such as better decisions, more valuable finance time, agility, adoption and future-readiness.

PORTFOLIO NOTE

This PDF contains selected extracts from a larger positioning and messaging strategy project. The extracts have been chosen to demonstrate the strategic approach, development of alternative propositions and style of the copy without reproducing the complete project.

01 / STRATEGIC EXTRACT

Translate capability into executive value

The strategy begins with a wide set of possible benefits, then links each one to the product characteristics that could credibly support it.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

More accurate decision-making

Reports are more timely, accurate and insightful, because staff have more time to analyse.

Let your finance team do finance

Free-up staff time for more valuable work... contributing expertise; being a consultant to the business.

Creates competitive advantage

Allows Clients to make better, faster decisions and creates a more agile organisation that can respond to changes, challenges and opportunities more quickly.

END OF COPY EXTRACT

THE THINKING BEHIND THE WORK

The value here is not simply the finished headline. It is the process of identifying alternative customer-value territories, linking each promise to a credible reason-to-believe, and turning the strongest routes into market-facing propositions that can be compared and tested.

02 / STRATEGIC EXTRACT

Create distinct positioning routes

The same product can be framed around decision quality, finance-team value, competitive agility, future-proofing or simplicity - giving the business strategic choices rather than one prematurely fixed slogan.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

Because profitable decisions rely on timely, accurate insight

Prevero CPM empowers staff to deliver more accurate insight.

Free-up your consultants to add true value

Because your FP&A consultants/team have so much more to give.

In a changing world, you need CPM that fits right now

And easily adapts for the future.

Designed for those who like simple, but deal with the complex

END OF COPY EXTRACT

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