EXECUTIVE SUMMARY – BARCO CLICKSHARE: INTRODUCING THE NEXT-GENERATION MEETING EXPERIENCE

Barco - a global technology leader in industrial visualization solutions - pioneered the category of wireless presentation systems for business meetings with its launch of ClickShare in 2012. Barco ClickShare rendered cables in the meeting room redundant, enabling meeting participants to share their laptop, tablet or smartphone screens wirelessly on the meeting room display. Over time, the Barco ClickShare product portfolio had evolved to 5 models, each targeted at a different type of meeting room – from huddle to board room. After 7 years of stellar growth, ClickShare was at a pivotal point: It had to sustain its momentum and double the number of units sold in three years’ time, while driving meeting technology innovation and spearheading the next generation digital meeting experience.

The case is situated at the end of 2019 and describes how the first two generations of Barco ClickShare products were brought to market, resulting in an installed base of 750,000 units across the world, with a presence in over 40% of the Fortune 1000 companies. In the case, three key executives of Barco’s Meeting Experience business unit appraise how ClickShare evolved in terms of product design, market definition, value proposition, pricing, distribution, and communication, and discuss the competition. Given the changing market conditions and competitive dynamics, the executives set out to further digitize the product line, which raised two important strategic issues: What should the next-generation ClickShare experience be and how to bring the digitized product line to market?

The learning objectives include developing an approach for bringing technology to industrial markets; analysing how to remain competitive in a global B2B market; and applying a framework for translating desired user experiences into product digitization requirements.