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*Buyer Utility Map comparing
Synqa and OMG Network*



Introduction

The Buyer Utility Map explained by Kim and Mauborgne in “Blue Ocean Strategy” outlines a tool for establishing customer utility by looking at buyer experience cycle and six utilizers. The areas of improvement/innovation highlighted by this tool involve achieving unparalleled value delivery from organizations to customers.



Purchase

Synqa retains highlight on the ease of use of platforms to allow easy adoption while OMG Network stresses on the simplicity and availability being a solution for both the small user and the institutional client.



Customer Productivity

OMG Network stands out with its scalable services and solutions, as well as comparatively low price, while Synqa aims at increasing the payment speed.



Conclusion

So using BUM, stakeholders can see how Synqa and OMG Network serve customer-profit map requirements. This case solution shed lights on their differentiation strategies to help the businesses to determine on the right platform for its goals.



Resource

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