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# *Spot-fire: Managing a Multinational Start-up*



# Introduction

The "Spot-fire: Monsson analysis "Managing a Multinational Start-up" case solution found on [TheCaseSolutions.com](http://TheCaseSolutions.com) will explore the issues faced by Spotfire, the entrepreneurship company operating in business intelligence (BI) software market. Spotfire was one of the pioneers of a new approach to solving business problems that combined sophisticated analytics with very simple forms of presentation.



# Growth Challenge

The rapid growth of Spotfire as a company was a problem in relation with the product development, product quality and brand building. The case brings out the fact that strategic decision making is crucial to a start up firm with an international orientation. This question relevant to Spotfire because they wanted to know where on the spectrum of new product development they needed to be, to what extent the product needed to be localized for global markets.



# Strategic Partnerships

The case solution also looks at how Spotfire handled the issue of strategic alliances. Acquiring strategic partnerships with other larger BI companies was crucial because Spotfire needed to become credible player and to penetrate additional markets. Developing partnerships contributed to the experience of the growth of Spotfire operations and the company's attempt to expand its market presence as one of the key players in the rapidly developing field.



# Conclusion

In conclusion, the "Spot-fire: "Managing a Multinational Start-up" case solution provides great insight of what is practically involved in managing a growing multinational start-up in a competitively crowded industry. This research has shown that strategic decisions, good leadership and proper partnerships were key factors that powered Spotfire and important especially for a start-up planning to dominate the global markets.



# Resource

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