

Executive Summary

Business Strategy is the key differentiating factor of success or failure of a business. Blue Ocean Strategy is a widely accepted strategic framework in the field of strategic management. The objective of this case study is to assess the business decisions made in N-able Private Limited (N-able) in context of the Blue Ocean framework and thereby to identify the competitive advantages in terms of value innovation.

Many companies have tried, but failed to follow Differentiation Strategy, which is a very broad concept of management. But N-able has successfully followed the differentiated strategy and became successful company. The case study was carried out in order to identify the key factors of differentiation in conjunction to the management knowledge gained through reading for Master of Business Administration.

In order to structure the study, a case framework was developed based on the management concepts gathered by doing a thorough literature study. The article by W.C. Kim and R. Mauborgne, named 'Value Innovation: The Strategic Logic of High Growth' produced valuable insights in designing the Case Framework. Evidence was collected through interviews, statistical data analysis and organizational strategy analysis to validate the framework developed. Valuable insights were obtained via three focused group discussions and ten in depth discussions. These data were analyzed throughout the case study.

The narration of the success story of N-able was prepared with the milestones of N-able from the inception throughout last seven years. Several success stories by implementing N-able products also presented in the narration chapter to prove the product quality and customer satisfaction.

The study revealed that the main factors of successful differentiation were Innovative Business Model, Visionary Leadership, Innovative Solution Designs, Innovation Supportive Organization Culture and Superior Business Solution Model. In addition to that the market conditions were identified as moderator factor, which affects the successful differentiation strategy of N-able. It is observed that by identifying the market trends in advance an organization can properly adopt themselves to gain the maximum benefit of the situation.

All these factors have been identified and presented by combining the evidence gathered through the interviews and data analysis.

The report was concluded with the recommendations to the organization as well as by providing insights to the Sri Lankan IT industry in broad. The study recommended N-able to implement a process to develop future leaders of the organization and to implement a proper Human Resource Policy. In addition to that study recommended to Sri Lankan IT authorities, to promote ICT industry within the country as well as to implement proper methodologies to provide suitable guidance and training to potential entrepreneurs and existing businesses.

At the end of the study, a few questions were projected to the reader to find answers by further analysis of the presented data. The researcher questions whether the flexible working schedule is appropriate for interdependent team structures, could meritocracy serve as a method to reward both innovation and experience and the possibility of identification the new fields of diversification for N-able.

The intention of the researcher by doing this case study was to reveal the factors of differentiation of a successful Sri Lankan organization and to provide valuable insights to potential entrepreneurs and existing businesses in IT and other industries through the identified factors.