

For the night, let me tell you a fairy-tale (It's 100% fiction - OK?)

The tale begins with the following situation:

You are the prince and are responsible to sell a product  
(hardware together with a service).

Suddenly your product makes a hype!!!



Over marketing researches and your service background information you find out that a lot (too much) of your customers subscribes your service to get the hardware for replacing their old hardware but do not use your service because they use another firmware to reflash it.

And your investors would really be pissed off when knowing this.

Your legal department tells you that it costs more than you get back to pursue these black sheeps. Perhaps your hardware vendor has a limited production capacity, too.

Possibly a bigger growing support teams could eat a huge bite of your budget.



So what will you do to solve your problems? First don't let it be visible (for customers AND investors) how much lost products you have even it's an easy job to locate them correctly in maps. Then find another vendor who has enough production capacity and convince him with your hype data to develop an own product for you. Contact your firmware developer to create a support saving firmware that cannot be reflashed by users and is protected, too. If he refuses to do this -> change the firmware vendor! To force your existing customers to change to the new product stop further developments on the existing hardware. To prevent new customers to only replace their hardware → design the new hardware so it can only be attached in addition to existing equipment that will be found at every customer.



➡ The result: La Fonera

Cheaper, simple protected hardware not customised flashable, the only one with new firmware features in the future, and simply just one WAN port so it cannot replace a full WIFI+LAN router.

And all marketeers are happy at the end of this fairy-tale.

So they can now go to bed and sleep well for the night...



Good night, too.  
Your FONy storyteller