



**BuenaVista**  
BUSINESS SERVICES

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*Hi-Tech Enterprise Sales and Business Development*  
*"Executing our client's large enterprise customer deal"*

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**parc**<sup>®</sup>  
A Xerox Company

**THE CHALLENGE**

PARC, a Xerox company, works with various clients while also investing in its own research programs. The company was ready to move one of these big programs, [CCN](#) Content-Centric Networking into a further commercial development phase. The company had won a multi-million dollar enterprise contract to develop a commercial application with this new networking platform. The CCN platform is forecasted to culminate into the next- and future-generation Internet protocol and address important communication problems today (see [www.ccnx.org](http://www.ccnx.org)).

The challenge was in expert researchers delivering complex software development services for a large, global, electronics enterprise client. The team's project management approach had to transform, and fast, as the contract had very aggressive deadlines and deliverables.

**THE SOLUTION**

Buena Vista quickly mobilized a world-class business development executive and a proven engineering vice president to lead this engagement. The engineering head (from partner [Whiteboard Technology Group, Inc.](#)) was placed as acting VP of engineering for the program and the business development executive was the overall program lead.

This team of leaders rallied the PARC research team and the client around a newly prioritized technical program, new approaches to interfacing between the companies, and a set of new tools and processes to execute the software development and documentation requirements of the commercial CCN program.

After 3 months of transformative efforts, PARC and the client were on a collaborative track to demonstrate a differentiated mobile application based on the CCN platform. After 7 months, PARC had received their program payments from the client and was laying the foundations for a second phase with the client as well as next steps for evangelizing and further developing the CCN platform.

**KEY RESULTS**

- 1 Significant payments from the customer to PARC for completed work
- 2 Contract continuation with customer for PARC after initial barriers were resolved
- 3 Advancement in project practices within an R&D team that has now successfully delivered to a major enterprise client

“**Ray Solnik and his valuable colleagues are worth their weight in gold! They moved quickly, established credibility fast, and did what they said they were going to do. I can highly recommend Buena Vista.**”

*Teresa Lunt, Vice President, Director of Computing Sciences Lab*

**1 | Industries**

Content Centric Networking (CCN), Open Source Software

**2 | Engagement Type**

Business Development

**3 | Sponsors**

PARC CEO, VP/Laboratory Director, Global Business Development VP

**4 | BV Staffing**

Interim GM / Program Leader, VP Engineering, Project Manager

**5 | Engagement Term**

3 months + 4 month extension

- 6 | A premier center for commercial innovation, PARC, a Xerox company, is in the business of breakthroughs. PARC works closely with global enterprises, entrepreneurs, government agencies and partners, and other clients to invent, co-develop, and bring to market game-changing innovations by combining imagination, investigation, and return on investment for its clients. PARC was incorporated in 2002 as a wholly owned independent subsidiary of Xerox Corporation – enabling it to continue pioneering technological change but across a broader set of industries and clients today.

Buena Vista also helped PARC entrepreneurs-in-residence to spin out [PowerCloud Systems](#) as a venture capital-backed independent company in 2010 ([click here to request that case study](#)).