



trend *profile*

Market Entry Case Study

Competitive Pricing & Customer Needs Analysis

Global IT Services Company

Objectives

Our client, a global IT Services company, was in the process of formulating a new cloud computing service offering for Enterprise customers, but needed assistance in two areas:

1. Gain a better understanding of what the primary feature sets were that customers wanted
2. Gain a better understanding of what its key competitors were bringing to market

What we did

1. For the customer intelligence, we proposed interviews with relevant executives inside nominated accounts across different vertical segments and asked each customer not only to prioritise from a list of about 40 different features we highlighted, but also to tell us how far down the road they were as regards investing in cloud computing.





2. For the competitive intelligence phase, we carried out field research to identify what each competitor was offering, what were the different price points and which market segments they were targeting.

The results

1. The customer insights helped us provide the recommendations that fed into service development and also enabled our client to fine tune the value proposition and the sales tools for the Go To Market campaigns.
2. The competitive intelligence provided insights into not only how far each player had got in the development and implementation of its own solution, but also what each of the competitors feature sets were , and it also helped to develop the pricing strategy as we were able to provide an overview of what the price points were for each competitor offering.
3. Our client was armed with valuable external data that helped shape the future service offering and saved them months of wasted time in bringing to market a solution that customers did not want