

Case Study

Market Entry Strategy Development for a Pioneering IT Application



About the Client

- The client is a US-based global provider of network business intelligence and advanced operations support systems solutions for telecom service providers and enterprises

Business Objective

- Our client wanted to roll out a new application in the North American market. As part of its market entry strategy development, it asked RocSearch to conduct detailed due diligence on the competitive landscape and provide suggestions on the various industry user groups that can be targeted for a successful launch

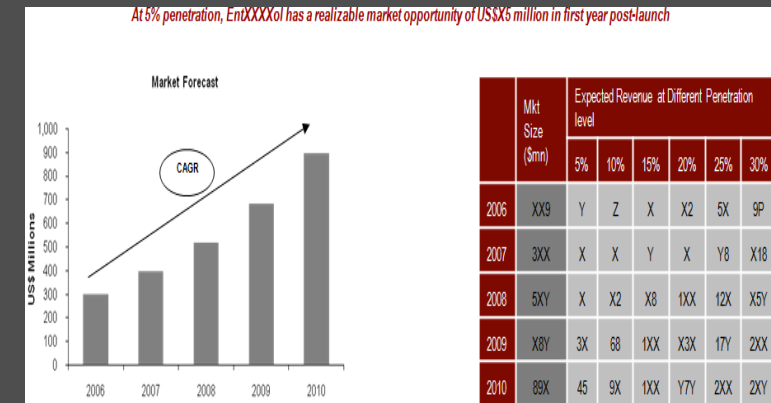
Results & Value Add

- RocSearch created a market intelligence pack covering all competing products in the market to enable a sharper segmentation and communication strategy
- The team provided suggestions on the prioritisation of user industry groups depending on their market potential
- The results enabled a successful launch of the application by our client in the US market, in line with our recommendations

Research Methodology and Approach

- The team started by building a comprehensive Market Map of the target segment, identifying and benchmarking similar and/or substitute applications in the market, conducting a need gap analysis of the various target segments and assessing their Willingness to Pay
 - Then, we assessed the market potential of the application by drilling down each key user industry group. This involved:
 - Scanning the detailed Market Map to identify key user industry groups for the application and building of a market size model for various levels of penetration
 - Assessing the predicted revenue for the application based on the projected revenues for proxy, substitute or similar applications

Screenshots



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