

Case Study

# Web Content Management Market Landscape Mapping

## About the Client

- The client is one of Europe's largest private equity firms with investment interests in various sectors.
- It has been in business for over three decades with offices across Europe

## Business Objective

- The client wanted to understand the global market for web content management (WCM)
- The firm was working with a technical specialist and RocSearch was tasked with integrating the finding of the specialist in the final presentation
- The client was also interested in knowing the competitive positioning and growth outlook of a potential investment

## Results & Value Add

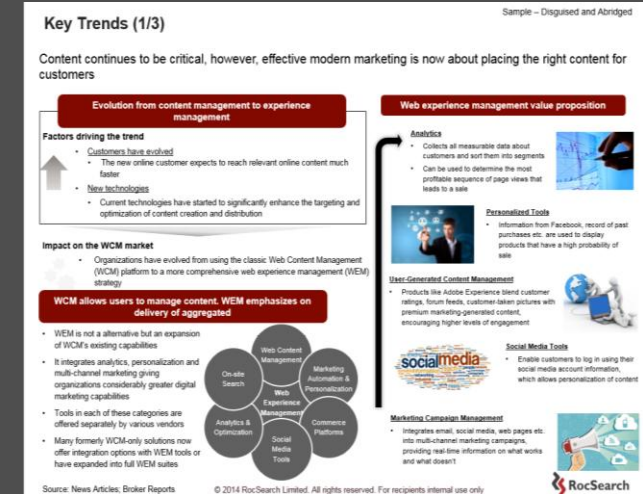
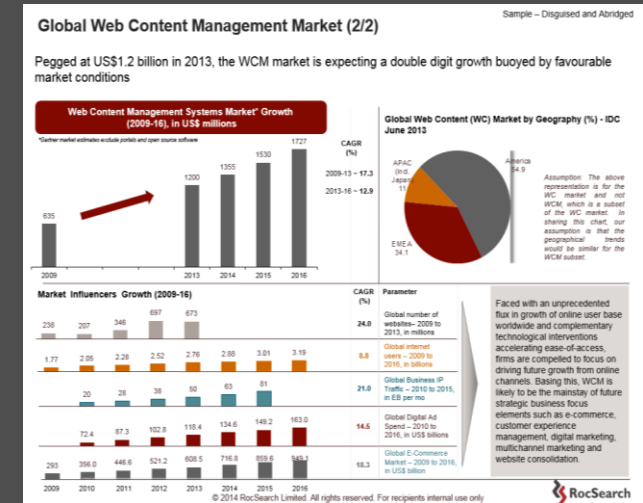
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- The market was highly technical in nature and RocSearch was tasked with giving the senior management team of the client an in-depth view of the market and the target company
- The client was delighted with the final output, which created the foundation of the long standing relationship we share with the client

# Research Methodology and Approach

- Since the client was really keen that the final presentation should be an industry primer for an audience that had limited understanding of content management software, a team of two people spent a week to understand the product and the market at a very granular level
- The structure of the project was developed keeping in mind that adequate information on the basics of a Web Content Management software would have to be shared first, before looking at the broader market
- A large amount of data was also shared by the client with RocSearch, which allowed us to integrate information from various subject matter experts into the presentation
- Prevailing business models, market size, outlook and trends were included in the presentation and the potential investment target of the client was benchmarked based on its revenue potential, product offerings and capability

# Screenshots





## Contact Us

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