

# PROJECT CASE STUDY

## Driving Growth: Identifying and Qualifying Revenue Opportunities

*Empowering client sales teams with use case based sales opportunities*

Q4 2024



**TecFutures**

CUSTOM RESEARCH ANALYSIS ADVISORY

# Revenue Growth Imperative

**A major European Mobile Network Operator (MNO) active in the global IoT connectivity market, aiming to enhance growth, market share and improve competitive positioning in the enterprise IoT segment**

The client faced challenges in achieving sustained revenue growth for new IoT connectivity business deals due to the following factors:

## 1. Sales Focus and Strategy

- Reactive sales focus, relying on incoming leads
- Sales efforts primarily targeted major accounts.

## 2. Sales Capability Gaps

- Sales team needed proactive engagement with the mid-size enterprise IoT market
- Challenges existed in qualifying opportunities for revenue potential and identifying decision-makers

## 3. Competitive Pressures

- Competitors actively identifying and capturing new opportunities, gaining dominance in the IoT connectivity market.
- Leading to revenue growth, and competitive challenges.



# Key Needs Identified

## 1. Enabling Proactive Sales Transformation

- Shift from a reactive to a proactive sales approach focused on high-value opportunities.
- Develop a targeted strategy to engage the mid-size enterprise market.

## 2. Enhancing Sales Support

- Support in identifying, qualifying, and prioritizing potential customers based on revenue potential and strategic value.
- Assistance in finding key contacts and decision-makers within target accounts.

## 3. Achieving Greater Market Competitiveness

- Address the competitive gap by rapidly identifying new opportunities and improving market position in the IoT connectivity landscape.

# TecFutures Solution

## Stage 1

- Define the ideal business customer
- Target high growth verticals
- Comprehensive use case search

## Stage 2

- Creation of priority list of target use cases
- Market analysis
- Finalize highest priority use cases

## Stage 3

- Identify manufactures and review their product portfolio
- Identify key prospects in those manufacturers
- Develop sales enablement materials

# Actionable Outcomes

## Clarifying Complex Challenges

Through our proven methodology, we worked with the client strategy team to refine their problem statement. By distilling the core issues, we created a focused framework that allowed them to address specific sales and management challenges with precision.

## Building a Scalable Sales Pipeline

Leveraging actionable insights and targeted strategies, the team transformed initial conversations into structured, high-potential sales discussions.

## Uncovering Untapped Revenue

By identifying high-potential vertical markets and emerging B2B2C opportunities, we unlocked new avenues for revenue growth

## Driving Actionable Insights

This tailored approach delivered more than solutions; it provided the client with a roadmap to drive rapid revenue growth.



# Why TecFutures

Transform your challenges into growth with expert insights and agile, tailored engagements.

Flexible support to accelerate growth

Strategic projects or monthly retainer – you choose.

Reach out to TecFutures to learn more.

[marketing@tecfutures.com](mailto:marketing@tecfutures.com).

CASE STUDY

## 1 Senior Consulting Director Experience

Experience from the worlds leading analyst firms – including Analysys Mason, Informa, Gartner, IDC, KPMG, and The Economist Group

## 2 TecFutures is a different type of 'boutique' research and market strategy business

With a unique combination of tailored flexibility and research-driven insights, we are geared to support our clients growth with speed and agility

## 3 Flexible engagement model – research based support on your terms

Options for high-impact projects and ongoing monthly retainers—means our clients receive exactly the level of support they need

## 4 Solutions based completely around the you

TecFutures can be your partner dedicated to actionable, sector-specific guidance, designed to help you adapt swiftly and strategically in the ever-changing telecoms market

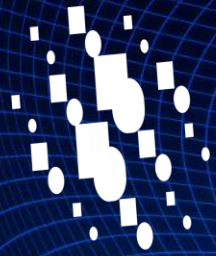
## 5 Delivering transformative value

Our aim is to deliver impact and value in all our engagements – driving our clients' customer engagement, market position and revenue growth

## 6 Telecoms, IoT and the enterprise market opportunity

TecFutures provides client-specific, actionable analysis focused on the telecoms, messaging and IoT sectors, with a particular focus on the enterprise market opportunity





# TecFutures

## Get in Touch

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