

HOW TO DRIVE A SUCCESSFUL EXPANSION INTO ADJACENT MARKETS

CUSTOM RESEARCH SERIES

Helping clients build competitive advantage and revenue growth with tailored advisory projects

STRATEGIC INSIGHT AROUND DISRUPTIVE TECHNOLOGIES

BUILDING COMPETITIVE ADVANTAGE



TecFutures

CUSTOM RESEARCH ANALYSIS ADVISORY

Growing your business in adjacent markets can be a very attractive strategy

Clients often look at adjacent markets as a route to growth.

Adjacent markets can be:

- ❖ New geographic markets for your existing products and services with similar customer needs and demands.
- ❖ Different market segments where your product or service can easily be adapted to meet new and different needs.

Expanding to adjacent markets is a well-tried route to expand business and drive revenue.

It is often easier than brand new market segments and can leverage all your existing product and market experience.



Which of these critical issues is most important to making your adjacent market strategy successful?

1 **Coping with Increasing Competitive Intensity**

Which competitors are active in this market, and how much of a threat are they? What do customers think of these competitors?

2 **Delivering Impactful Market Messaging**

How do you get your message out about products and services in a way that has traction? What aspects do you emphasize?

3 **Understanding Market Needs**

Do you assume customer needs are the same in these adjacent markets, or are there nuances to recognize? Do you need to focus on different features, or buyer journeys?

4 **Choosing which Adjacent Market is Best**

What are the challenges, risks and growth opportunities in different adjacent markets?

5 **Creating Differentiation**

How do you best differentiate your offering from competitors in the market?

6 **Delivering Customer Value**

Why will customers in these markets buy from you?
What do your customers think of your services?
How should you expand your portfolio?

What might a research-based consulting project look like?

4 main research project stages – every project is tailored to our clients needs

01

Discovery, desk research and design

- Discuss business goals and specific objectives
- Review research methodologies
- Design analytical frameworks
- Review and refine

02

Research implementation

- Implement one or more research methodologies
- Match methodologies to required insight
- Use initial findings to review and refine further research.

03

Detailed analysis and review

- Develop initial analysis
- Input to multi-stage methodologies
- Review with client, develop draft analyses
- Develop additional analyses

04

Tactical and strategic recommendations

- Develop actionable outcomes
- Create deliverables for multiple client stakeholders

Integrate the actions from consulting research into your market strategy. Now you can...

1 Competitive Effectively

Exploit competitor weakness and lack of expertise, and market to white spaces

2 Build Market Impact

Build market messaging through multiple channels with maximum impact

3 Match and Exceed Market Needs

Tailor you're offering to exactly match nuanced needs in adjacent markets. Understand how to leverage existing expertise to best effect.

4 Select the right adjacent market

Choose one or more adjacent markets based on clear comparative market analysis of risk and opportunity.

5 Differentiate from other suppliers

Create clear space between your offering and that from competitors based on knowing what messages the market responds to.

6 Deliver Customer Value

Base your positioning on knowing how the market values your product and service.

Six Reasons to Work with TecFutures

1

Fifty years of senior consulting director experience with the leading firms

Experience from the world's leading firms - including Analysys Mason, Informa, Gartner, IDC, KPMG, and The Economist Group

2

Helping clients build competitive advantage and revenue growth with tailored projects

We deliver custom consulting projects that supports strategic insight and analysis to global technology ecosystem suppliers

3

Strategic insight into Enterprise needs and 'value-centric' opportunities

Strategic insight and analysis for global technology ecosystems on market challenges and opportunities, and creating competitive advantage



Internet of Things and transformation technologies

Leveraging our expertise on the internet of things and on opportunities presented by digital disruption and transformation technologies

4

Understanding of CSPs and Ecosystem players

Over the years, we have worked with a broad range of MNOs and MVNOs and market players. We understand their motivations and challenges and their aspirations in the IoT space

5

Supporting you throughout

We value our client relationships deeply and design approaches that take full account of your needs and aspirations, keeping you informed of progress and developing sound advice and recommendations

6

Andrew Parkin-White Founding Partner

Andrew's goal is to support clients with their revenue growth by helping them to identify and monetize market opportunities. He does this by drawing on extensive experience in telecoms and digital technologies.

Most recently, he has focused on IoT and cellular digital verification. He works with clients to develop research, consulting and go-to-market solutions using a range of approaches and methodologies.

Clients can benefit from his wide-ranging track record with leadership roles in leading analyst firms and consultancies including Analysys Mason, Informa / Ovum and KPMG. Andrew is the former programme director for IoT at MEF



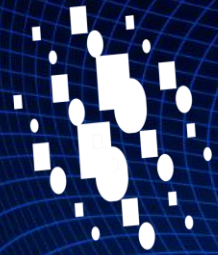
Phil Todd Founding Partner

Phil is a highly experienced Head of Research working globally across the Communications, Telecoms, Media, and Digital Technology sectors. His aim is to apply sound research design principles to drive client growth and competitive advantage.

Phil has specific experience in TMT product strategy, IoT applications, and technology risk and disruption.

Previously Phil worked at Gartner, The Economist Group, Omdia, and Analysys Mason, managing regional and global research teams. He has also worked as a Board Advisor to the Wall Street Journal CIO Network.

**Fifty Years of Unparalleled Senior
Research and Consulting Experience**



TecFutures

Find out more

Reach out to **TecFutures** to discuss specific custom research needs

See more about **TecFutures** custom research at www.tecfutures.com/custom-research, and sign up for a monthly newsletter roundup of research, blogposts and news of upcoming reports



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Email marketing@tecfutures.com