



Introducing

TecFutures

Company Overview

CUSTOM RESEARCH ANALYSIS ADVISORY

**Helping Clients Build
Competitive Advantage and
Revenue Growth with
Tailored Advisory Solutions**

**TecFutures focuses on the
interplay of the technology
supply side ecosystems
and the enterprise**

**TECHNOLOGY SUPPLIER
ECOSYSTEMS**

TecFutures

**TECHNOLOGY MARKET AND
ENTERPRISE END USERS**



WHO WE ARE

TecFutures is a leading independent research and advisory firm identifying new market opportunities for suppliers by focusing on the enterprise experience of digital disruption and transformation technologies.



Research Based Insights

With our research-based approach, we deliver strategic insights and analysis that articulate the business opportunities awaiting technology suppliers. This involves conducting in-depth surveys and market interviews to understand market dynamics, emerging trends, and competitive landscapes all of which contribute to detailed analysis and market strategies.



Market Acceleration Framework

Our assignments support your strategic and tactical market growth objectives. We apply our Market Acceleration Framework to help clarify the issues you need to address and to build an actionable set of project objectives that will deliver real commercial advantage.



Helping Clients Achieve Growth Ambitions

We design **Research-based Consulting** projects tailored to your specific needs and objectives. These exactly address the unique challenges, opportunities, and the strategic choices you face. We offer **TecFutures on Demand** enabling you to retain our resources and expertise over a 12 month period to draw on as needed.



WHO WE ARE



IoT and Related Technologies

Operating in the wider TMT markets, we specifically look at IoT and related transformative technologies. We bring a holistic view to the interplay of technology and the development of business advantage.



Enterprise Focused

We bring a specific focus on exploring enterprise motivations, needs, challenges and successes in implementing new transformative technologies. We look at customer – supplier relationships, buying criteria and longer term evolution of enterprise business needs.



Client Focused

TecFutures supports you across the whole range of requirements large and small, building our support around you. We articulate the business opportunity for you, supporting and increasing your understanding of market demand, customer needs, and potential revenue streams associated with new and disruptive digital markets.



50 Years of Unparalleled Senior Research Experience

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.



ENTERPRISE
SOLUTION
PROVIDERS
ANALYTICS
CONNECTIVITY
OPTIMISATION
HYPERSCALERS
MVNE
OPERATORS
DEVICES
DATA
ENABLERS
GLOBAL BILLING
SECURITY
CLOUD
CS
NETWORK
INTEGRATORS
IOT
HARDWARE
ACCESS
SMES
MANAGEMENT
SYSTEMS
MOBILE

Who We Work With

We work across the TMT supplier ecosystem and also engage directly with enterprises.

TecFutures is a member of the Mobile Ecosystem Forum.



Understanding Adjacent Technologies

We cover the broader TMT market, while also specifically focusing at IoT and related transformative technologies.



TecFutures engages with clients through Research-based Consulting Projects and **TecFutures on Demand**

PROJECTS

TecFutures offers clients confidential single, multi-stage and tracking projects. We collaborate to develop a brief to design and implement research-based assignments, delivering against an agreed schedule and cost. We work in a transparent way providing clear updates, interim analyses and a wide set of potential deliverables including reports, presentations, management summaries, team presentations, webinars, white papers and sales collateral, depending on your specific requirements.

TECFUTURES ON DEMAND

TecFutures on Demand gives you the flexibility to draw on **TecFutures** knowledge, experience and resources on a retained basis over a twelve-month period. You have the option of including a number of pre-agreed elements (such as team presentations, briefings, webinar moderation) along with a bank of resource days that you can use for specific initiatives or requirements – such as small projects, participating in events or custom analysis.



Why TecFutures

1

Senior Consulting Director Experience

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

2

Independent, Agile and Responsive Consulting

We design custom consulting projects tailored to your specific needs and growth objectives, aligning our solutions with your unique challenges and priorities.

3

Strategic Insight and Analysis of Business Opportunity

We articulate the business opportunity for you, supporting and increasing your understanding of market demand, customer needs, and potential revenue streams associated with new and disruptive digital markets.

4

Internet of Things and Transformative Value

We understand the interplay of IoT and its related technologies such as analytics, edge processing, AI, and security. Opportunities emerge through analysis of how to create new high value propositions.

5

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.

6

Research-based Approach

Our consulting methodologies are research-based, drawing on industry insights, market data, and "ground-truth" market feedback to inform our recommendations.



TecFutures Market Acceleration Framework

The TecFutures modular framework for
Research-Based Consulting



A modular framework for Research-based Consulting designed to build on three strategic and tactical areas for commercial success

MARKET ACCELERATION FRAMEWORK



Market and Product Demand

Helping to drive growth and match product propositions to changing market needs



Competitive Response

Ensuring effective differentiation and innovative market positioning



Growth and Expansion

Developing the strategic building blocks for growth in new and adjacent markets





The diagram features a central dark blue circle with the text "Market Acceleration Framework" in white. This central circle is surrounded by a dotted white line that forms a larger circle. Four smaller dark blue circles are positioned at the top, bottom, left, and right of this dotted line, each connected to a corresponding text box on the right side of the slide.

Market Acceleration Framework

Market and Product Demand

- Drive growth in specific market segments
- Build product value propositions to match customer needs
- Develop strong product and service design
- Create strong and effective marketing messaging

Competitive Response

- Build clear market differentiation
- Build product value propositions to match customer needs
- Build hard-to-replicate white space positioning
- Understand your competitive environment
- Create effective marketing messaging to communicate clear competitive differentiation

Growth and Expansion

- Expand to adjacent markets
- Find new market opportunities
- Tailor strong product and service design to new markets
- Build product drivers to meet customer challenges
- Create strong and effective marketing messaging



TecFutures Market Acceleration Framework: robust research-based market analysis to identify and capitalize on current and future customer needs. Define clear opportunities for your business to grow and drive revenue by creating compelling value propositions.






MARKET AND PRODUCT DEMAND

-  Where are the best growth opportunities in your existing market segments?
-  What are the detailed needs and challenges of your customers?
-  Does your product and service design deliver high customer value?
-  Is your marketing messaging driving customer engagement?



In depth analysis of the evolving competitive environment that enables you to optimize your position and grow market share. Identify new white space opportunities, develop strategies to thrive in complex markets and build new strategies with clear differentiation.

COMPETITIVE RESPONSE

-  Have you created high value market differentiation?
-  What are the detailed needs and challenges of your customers?
-  Have you identified white space opportunities?
-  Is your marketing messaging driving customer engagement?
-  Have you developed strategies to optimise your competitive position?



Identify new and adjacent market opportunities that offer growth through a structured analytical framework. Analysis of relative market potential, enabling deep and actionable understanding of what is required to ensure ongoing growth and future success. Build strategic expansion by helping you evaluate and prioritize different opportunities, with tailored market entry strategies.

GROWTH AND EXPANSION



Are there adjacent markets that offer logical expansion opportunities?



Have you considered new markets that offer alternative growth options?



Does your product offering deliver high customer value?



How do the detailed needs and challenges of customers vary in new markets?



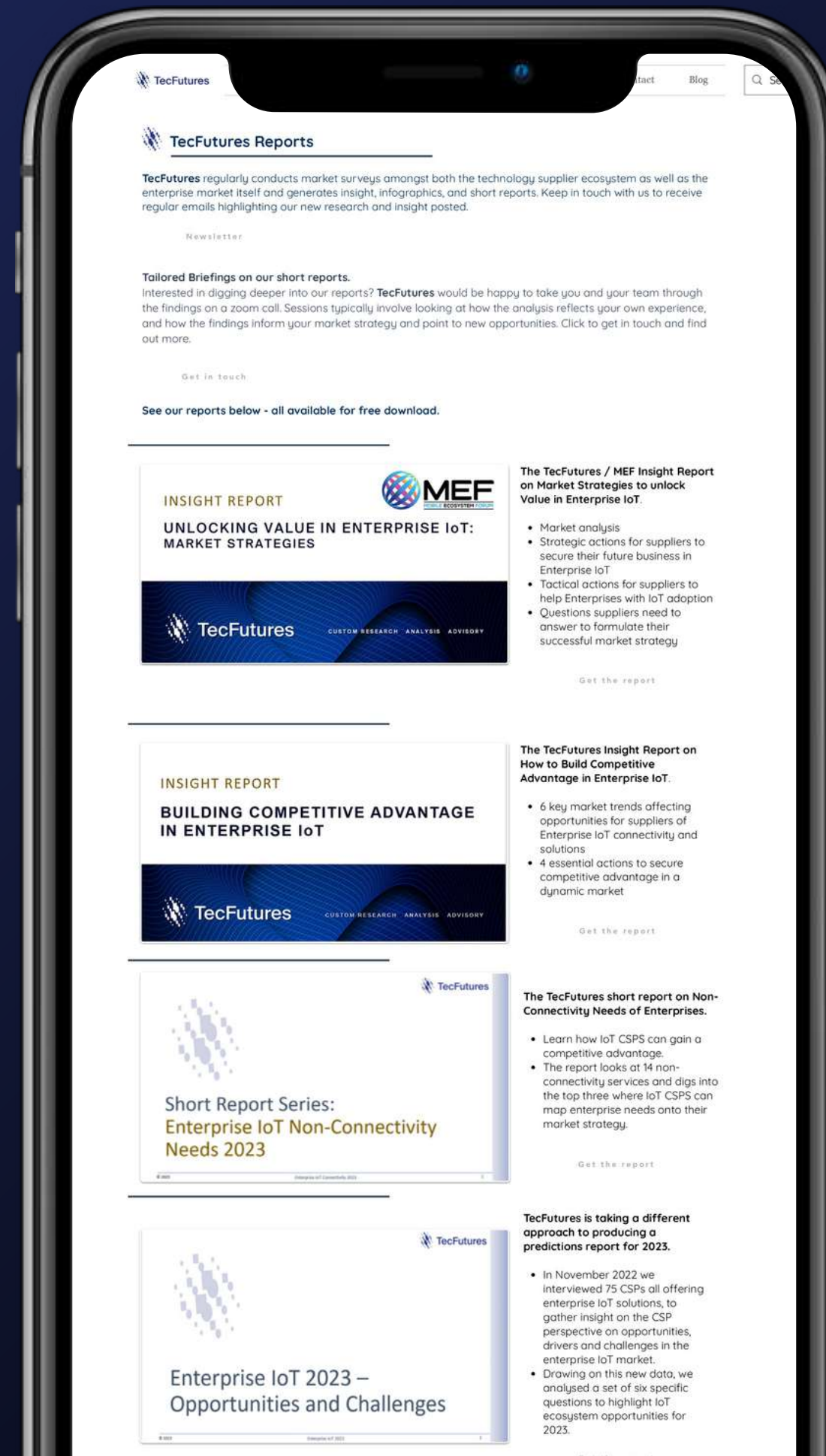
Have you developed marketing channels and messages to address new customer groups?



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