

HOW TO THRIVE IN COMPETITIVELY INTENSE 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

Suppliers can thrive in a crowded market, if customers feel you have a special understanding of their needs

The IoT market is in an unprecedented phase of growth and consolidation as IoT transforms into more mainstream applications. IoT is no longer the preserve of early adopters.

- Build value-centric, not technology-centric market positioning.
- Understand your target market business case and aspirations.
- Find market 'white space' both in product and service, but also in tone and style of messaging.

In a crowded market, customers value clarity and feeling that you understand what they are trying to achieve.



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

1 **Coping with Increasing Competitive Intensity**

How can you shape discussions with customers to maximize your impact in a crowded market?

2 **Understanding Changing Market Demand**

What is driving changes to market demand in your target sectors?

3 **Demonstrating a Grasp of Market Needs**

How do you best leverage your track record and use cases to demonstrate your understanding of the market?

4 **Addressing Adjacent Markets**

How can you leverage your expertise from similar markets?

5 **Creating Differentiation**

What unique value can you deliver to the market, and how best to demonstrate that value?

6 **Communicating Customer Value**

How can you convey solid understanding and empathy with enterprise IoT business needs?

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 competitive strategy. Now you can...

1 Competitive Effectively

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

2 Build Market Impact

Create business solutions to match evolving market demand

3 Match and Exceed Market Needs

Tailor your offering to well-nuanced needs in adjacent markets. Understand how to leverage existing expertise to best effect.

4 Build on your existing expertise

Tailor your discussion of existing strengths to the nuances of each market. Demonstrate how your value-based approach delivers results

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



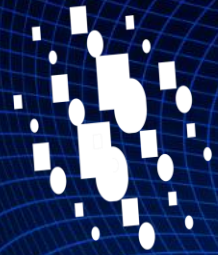
Phil Todd Founding Partner

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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