



TecFutures on Demand

Flexible Expertise at your Fingertips

CUSTOM RESEARCH ANALYSIS ADVISORY

TecFutures on Demand Unlock Business Potential

Providing you with a flexible gateway to senior consulting and analyst expertise on a monthly retained basis.

A RESULTS DRIVEN PARTNERSHIP

Collaborate with **TecFutures**, the experts in independent research and advisory, dedicated to uncovering the next wave of market opportunities for suppliers in telecommunications, media and technology markets.

BRING OUR EXPERTISE IN-HOUSE





TecFutures works with you to define a **HIGH VALUE PATHWAY** to actionable market strategy building blocks so you can achieve your business objectives.

- 🔗 **Deliver high value to your customers**
- 🔗 **Create strong market differentiation**
- 🔗 **Find new revenue opportunities**



WHY TECFUTURES ON DEMAND

TECFUTURES ON DEMAND
CAN DELIVER HIGH IMPACT
COMPETITIVE ADVANTAGE
IN FOUR SPECIFIC AREAS

-  **Find** new revenue growth opportunities for your business
-  **Improve** your value proposition with customers
-  **Analyze** your customers' challenges and priorities
-  **Help** you build customer engagement



TecFutures On Demand works with you to prioritize critical market strategy objectives that we can address for your business



We need to find new market growth opportunities



Our marketing does not engage with our customers



Our customer needs are not well understood



We are not well differentiated from competitors



We need to deliver better value








We want to compete better in our chosen markets



ACCELERATE YOUR MARKET GROWTH JOURNEY WITH **TECFUTURES ON DEMAND**

-  Tailored to your objectives
-  Rapid insight and support
-  High impact

SIMPLE COMMERCIAL RETAINER

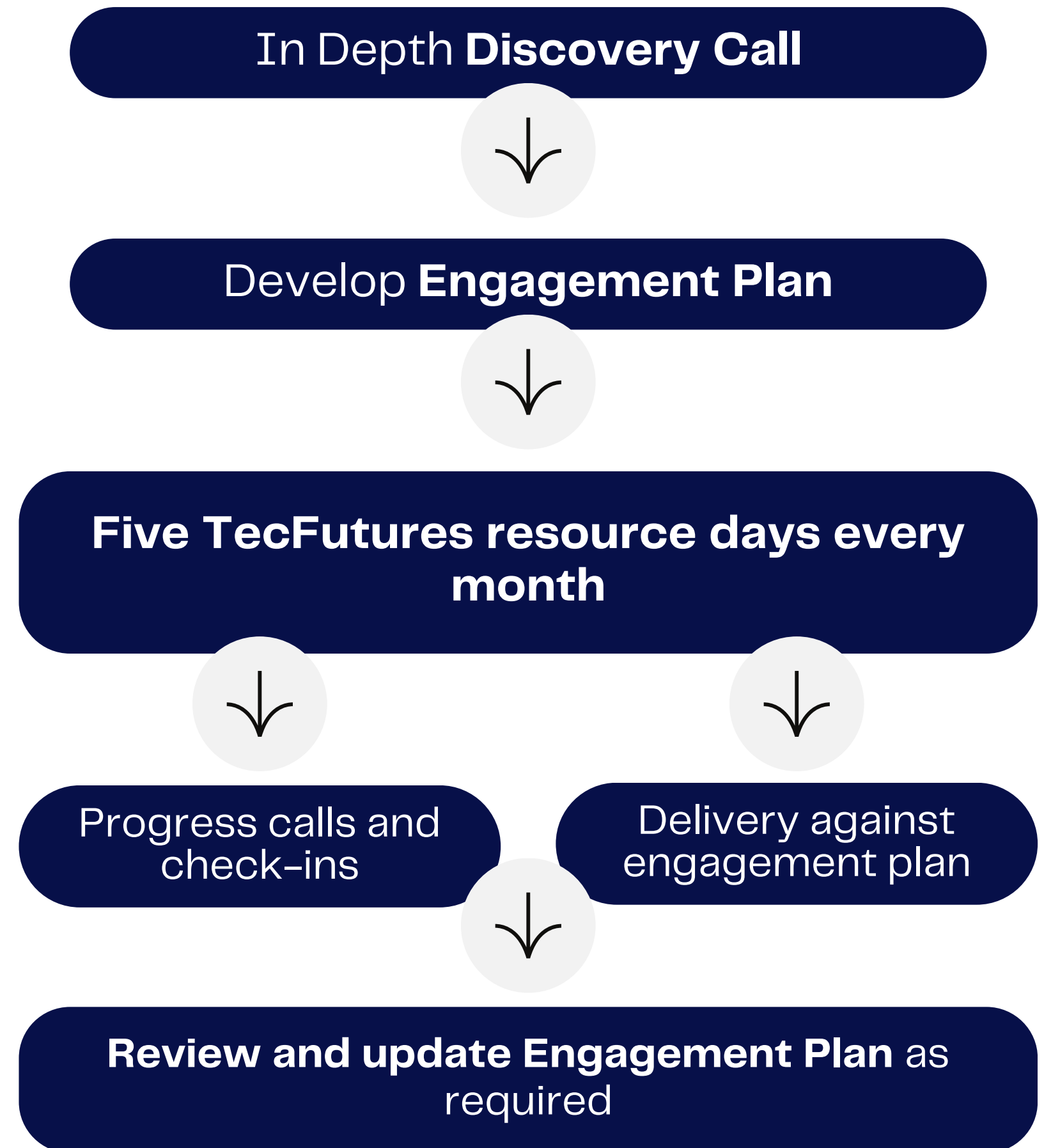
-  Monthly Fee: GBP2500 per month*
-  Invoicing monthly or quarterly
-  Cancel with just 1 month or 1 quarter notice
-  Annual Discount Available
-  See our full Terms and Conditions

*Plus any applicable taxes



HOW TECFUTURES ON DEMAND WORKS

- In-depth Discovery **Kick off Call** to identify your priorities
- Development of an **Engagement Plan** geared around delivering against your specific objectives
- **5 TecFutures resource days** (or equivalent costs for example on market surveys) to use every month
- **Progress calls**, check-ins with our team
- **Deliverables and Regular Review** of Engagement Plan
- **Growth Community Sessions:** Join our exclusive quarterly Growth Sessions on new analysis and market insights



INCLUDED WITH TECFUTURES ON DEMAND

Growth Community Webinars

Join **TecFutures** on our exclusive quarterly **Growth Community Sessions** where we present on market growth strategy issues

- 🌀 Suggest topics of interest
- 🌀 See new TecFutures analysis and market insights

WHAT CAN YOU BUILD INTO AN ENGAGEMENT PLAN

Research and market analysis projects to scope new opportunities

Short market surveys

Management team presentations on market trends

Analysis of customer needs

Review of value propositions

Development of customer white papers

Development of customer sales collateral

Roll over of days to contribute to a larger program of work



1

Reach out to **TecFutures** to discuss your specific requirements

2

We provide a tailored commercial package to include the elements that best meet your objectives.

Contact TecFutures

Rysio Pakula Commercial Director

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NEXT STEPS WITH
TECFUTURES ON DEMAND



WHY TECFUTURES

Visit www.tecfutures.com to find out more about our research

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.



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