

**Case Study**  
**Market Entry Strategy for a Pioneering IT**  
**Application**



# Case Study

## Market Entry Strategy for a Pioneering IT Application



### About the Client



- A US-based global provider of network business intelligence and advanced operations support system solutions for telecom service providers and enterprises

### Client Objectives / Goals



- The client wanted to launch a new application in the North American market
- As part of its market entry strategy, it wanted us to conduct a detailed due diligence and provide suggestions regarding the various industry user groups that can be targeted for a successful launch

### Approach and Methodology

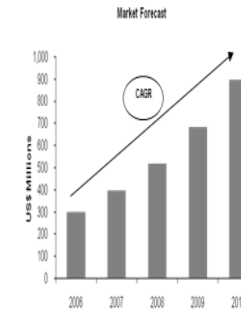


- We built a comprehensive market map of the target segment, identified and benchmarked similar applications in the market, conducted a need-gap analysis of the various target segments and assessed their willingness to pay
- We assessed the market potential of the application by drilling down each key user group
- We scanned the detailed market map to identify key user groups for the application and built a market size model for different levels of penetration
- We also estimated revenue for the application based on the projected revenues for proxy, substitute or similar applications

### Sample Output



At 5% penetration, EndXXXXX has a realizable market opportunity of US\$6 million in first year post-launch



Year	Market Size (\$mm)	Expected Revenue at Different Penetration level					
		5%	10%	15%	20%	25%	30%
2006	XXB	Y	Z	X	X2	5X	9P
2007	30X	X	X	Y	X	Y8	X18
2008	5XY	X	X2	X8	10X	12X	X5Y
2009	X8Y	3X	68	10X	X3X	17Y	20X
2010	65X	45	9X	10X	Y7Y	20X	20Y

### Results / Value-add



We created a market intelligence pack, covering all competing products in the market, to enable a sharper segmentation and communication strategy. It led to the successful launch of the application by our client in the US market, in line with our recommendations