

G2M Strategy Validation for Leading International IHD Vendor

Business Challenge

In order to verify and validate existing go-to-market strategy blueprints and the associated critical assumptions, the client was seeking strategic advice and consulting services focused on optimal and effective channel strategies on the Russian hardcopy peripherals (HCP) marketplace.

The client sought to identify and fill market intelligence gaps, validate key assumptions, critically assess the developed go-to-market blueprints and discuss controversial points in an open discussion forum with IDC's most seasoned consultant and analysts, who together are able to offer in-depth insights into the printing solutions and channel ecosystems in Russia.

The Solution

In order to address the client's business challenge, IDC delivered the following:

- Insights – IDC revised the set of assumptions and hypotheses formulated by the vendor.
- Oversights – IDC reviewed the corresponding parts of the G2M blueprints and assessed the confidence level of each assumption.
- Dos and Don'ts – IDC reviewed the G2M strategy and analyzed whether the proposed strategic directions were in line with or in contradiction to the best practices seen on the Russian market.
- Risks – IDC identified and analyzed risks related to the proposed G2M strategy and verified whether the proposed G2M strategy properly addressed the identified risks.
- Complementary Alternatives – IDC outlined possible alternative strategic directions, and for each identified alternative a benefit/risk analysis was carried out in order to make sure the optimal strategy was implemented.