IDC CONSULTING
CASE STUDY

Market Entry Strategy for Innovative Startup

Business Challenge

An innovative company with strong competences in R&D had developed a unique ICT security product line. IDC was approached with a request to size and assess the market potential for the niche product from both a regional and global perspective.

In addition, IDC was asked to assist the company in building its channel ecosystem in the Central and Eastern Europe (CEE) region and provide recommendations on suitable go-to-market and market-penetration strategies.

The Solution

For the niche ICT security product, IDC developed a full go-to-market strategy that included:

- Assessments of the market opportunity and demand
- Customer segmentation
- Strategic advice on how to position the product
- Strategic advice on the key market players to partner with

IDC also developed a set of marketing collateral (white papers) summarizing key opportunities on the addressable markets and introducing the vendor's offerings.

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Analyze the Future

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