IDC Case Study

Global Software Vendor

The Business Challenge

A global software vendor required market information and intelligence to **understand the elearning content market in the CEE region.**

The analysis and guidance were essential for understanding this niche market and for **defining the vendor's education initiatives in the region.**

The aim of the study was thus to provide the vendor with:

- ✓ Detailed knowledge of the market characteristics
- ✓ Major players active on the market
- ✓ The most significant drivers and inhibitors
- ✓ Trends within the CEE region
- ✓ Channels to partner with

The Solution

Through **in-depth primary research** including interviews with schools, elearning content providers, ministries of education, and other important stakeholders, IDC formulated **a set of recommendations on:**

- ❑ Key market opportunities
- ❑ Product management
- ❑ Channel development strategy
- ❑ Operating system platform development

IDC also interviewed 72 channel companies in seven CEE countries in order to **map the channel ecosystem** and **identify suitable companies to partner with.**

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