

Market Analysis and Customer Outreach: Client Success Story 1



White Paper on Unified Communications Market for SMBs

Leader in UC technology in Asia/Pacific

Customer Challenge

- The client was planning to invest in UC products for the SMBs and needed to understand the current awareness and perception of UC in the SMB market in Asia/Pacific, the adoption trends, and the potential market opportunities available. The client also needed to understand basic communication applications usage trends among these SMBs and the market opportunity of an SMB-specific product in terms of functionalities and pricing models.
- The client wanted to use the findings and recommendations of this study to build its position and gain market share in the UC space.

IDC's Solution

- IDC designed a comprehensive primary research methodology which targeted 1,000 companies from various vertical industries, with 3 company sizes, across 13 countries. Respondents selected for the telephone interviews, conducted by IDC's Survey Call Center, are decision makers (e.g. CXO, CIO, IT Director, and business owners responsible for evaluating, managing and planning telephony and software deployments) in companies with less than 500 employees.
- The key findings and ROI-based and actionable recommendations from this study were presented to the client by IDC's UC expert analyst. Raw data, including country splits, from primary research in Excel format, was also provided. This presentation was also recorded in an on-demand video as part of IDC's integrated marketing solution.
- IDC also authored an IDC White Paper which the client was able to use for marketing outreach, with 12 months hosting and printing rights.

Results

- Besides using the white paper as a marketing tool for SMBs prospects, our client was able to better understand the early opportunities and challenges related to UC adoption by the SMB segment. The video recording, which showed IDC's analyst presenting key findings and recommendations for sub regions in Asia/Pacific, was provided to the client with exclusive rights to use the video for 12 months for internal communication to LOB managers

Market Analysis: Client Success Story 1



Develop Piracy Rates for Countries in Southeast Asia

Leading IT vendor in Asia/Pacific

Customer Challenge

- A WW anti-piracy association needed to ascertain the level of illegal/counterfeit software activity at a deeper level in the Asia/Pacific region. IDC, with our extensive knowledge of piracy as well as a globally accepted methodology, was asked to estimate the piracy activity and track the level of piracy over a period of time. This understanding, in turn, would help our customer to create effective anti-piracy campaigns.

IDC's Solution

- IDC's Global Research Organization and Asia/Pacific Consulting Group designed a project which allowed IDC and the customer to develop local piracy rates for Sri Lanka and Bangladesh.
- By leveraging an existing survey instrument which focused on the installation of new software and integrating research on software revenues and pricing, IDC was able to ascertain the market for both paid and unpaid software installed over a 12 month period.
- The research provided an understanding of the number of PCs in a country for which software was obtained including both newly shipped and installed PCs in 2006.
- IDC determined the software load in units of licenses or packages per PC (including open source) by reviewing standard profiles for proxy countries, with profiles developed per country by combining inputs from the these surveys, past Piracy Study models, vendors, and IDC analysts.
- We produced PC Software Piracy rates by analyzing shipped versus paid for units in comparison to installed software units.

Study Results

- Our client used the results and insights provided to design more effective and market specific anti-piracy campaigns. In addition, our client was able to track local country-level piracy rates over a period of time and articulate the negative impact of piracy on IT growth and development while, at the same time, reinforce the positive impact of cutting piracy rates.

Vertical Competitive Analysis: Client Success Story



Market intelligence and competitive investigation for education market

Leading IT vendor in Asia/Pacific

Customer Challenge

- Already a market leader in hardware, software and services markets, the client needed an in-depth understanding of higher education vertical markets in both India and China. Not only did they want to affirm and augment their understand of the dynamics of these two large markets, they also needed insights into what the competition was doing for the purpose of gap analysis and strategic fine tuning.

IDC's Solution

- IDC designed a comprehensive primary research study engaging hundreds of Tier 1 and Tier 2 universities in India and China, including those educational institutions that the client's competitor had invested in. This *donor/recipient* relationship was verified for perceived and real investments into the T1/T2 education markets. In-depth interviews with academics and educators validated the contribution and effectiveness of vendor grants, sponsorships, collaboration and joint initiatives.

Results

- The findings were presented to executive sponsors in India, China, Singapore, Australia, and the US. The results served as a basis for the client to modify program offerings that were even more tailored to the education markets in India and China, which helped the client to become not just the provider of solutions, but also a partner of choice.
- The study paved the way for corporate planning in education investment & marketing efforts.
- Positive comments from the client, "We wish we had done this study for other countries in ASEAN" and "The presentation was one of the most detailed and comprehensive I've ever seen."
- Two months after the completion of the project, the vendor made major announcements in partnership with select education institutions.