



## Case Study: Competitive Analysis – Managed Services

### Client Description

Leading distributor of 3G mobile broadband and router solutions

### Client's Requirement & Objectives

Understand the competitive landscape in the Managed Services space.

### infoAnalytica's Role

Assisted in collecting information and analyzing the competitors covering the following parameters:

- Competitor's product (competing) category
- Primary product line & manufacturers
- Secondary product line & manufacturers
- Value proposition(s)
- Inventory - Drop Ship
- Diverse products
- Customize software
- Marketing services
- Certification
- Years in business
- Type of business - Public or Private
- Number of employees
- List of key customers
- Annual sales

### Key Deliverables

Developed a competitive matrix comparing the competitors across the predefined parameters

### Value Proposition

The competitive matrix provided inputs to the client to gauge the level of competition it is facing in the industry as well as understand its potential competitors since it was seeking to venture into a new space