



**Case Study: Emerging Markets Studies I – PC to Mobile Convergence**

<b>Industry</b>	Management Consulting for IT and Telecommunication Industry
<b>Client Description</b>	US based management-consulting firm focusing on developing IT & Telecommunications in emerging market economies
<b>Client's Requirement &amp; Objectives</b>	<p>The client's focus area has always been in the domain of information technology and telecommunications in the emerging market economies. Its primary objective was</p> <ol style="list-style-type: none"><li>To gauge the extent to which PC to mobile convergence is happening in countries like Urban India, South Africa and Russia and other emerging markets</li><li>Assess the functionality that consumers prefer in technologies such as PC, mobile phones and converged devices</li></ol>
<b>infoAnalytica's Role</b>	<p>Conducted extensive research to find the</p> <ul style="list-style-type: none"><li>Growth of converged devices segments in the emerging markets</li><li>Penetration of GSM and CDMA mobile phones</li><li>Demand for converged devices in different emerging market</li><li>Different user segments that need converged devices</li><li>Market trends for converged devices</li><li>Assessing the common functionalities of PC, mobile phones and converged devices</li><li>Providing examples of converged devices highlighting the key functionalities and consumer preferences</li></ul>
<b>Value Proposition</b>	The client obtained a comprehensive perspective of PC to mobile convergence taking place in the emerging markets and the consumer choices driving such convergence.