



Case Study: Market Study - Market Sizing (a)

Client Description	<p>The client is a multi-billion dollar publicly traded US based company and recognized as America's Most Admired Software Company. It provides software solutions to small businesses for managing their finance and accounting.</p>
Client's Requirement & Objectives	<ul style="list-style-type: none">▪ To understand the demand for finance and accounting software by gauging the level of spending on enterprise applications by small and medium business across the world▪ Developing a market sizing taxonomy on various dimension based on spending
infoAnalytica's Role	<ul style="list-style-type: none">▪ Intensive market sizing analysis and forecasts based on the different levels of spending by small and medium businesses. This included the following levels of spending:<ol style="list-style-type: none">a. Assess overall spending by small and medium businessesb. Break down of overall spending by different cost elements viz. manufacturing, administration, IT, etc.c. Breakdown of IT spending by different cost elements, viz. hardware, software, security, Internet, etcd. Breakdown of software spending by different types of application viz. CRM, SCM, business management, finance and accounting, etce. Breakdown of finance and accounts software spending by form factor viz. Desktop, Hosted, SaaS▪ The market study also considered various dimensions of small and medium businesses based on their size, vertical and geography and their expenditure on different elements
Key Deliverables	<p>Developed a market sizing taxonomy, presented as a pivot table</p>
Value Proposition	<ul style="list-style-type: none">▪ Gain comprehensive data set to assess the current and potential demand for accounting software by different sizes of small and medium businesses in different regions▪ Identify the market opportunity