



**Case Study: Market Study - Market Sizing (b)**

<b>Client Description</b>	The company is a multi-million dollar IT security solutions provider
<b>Client's Requirement &amp; Objectives</b>	<ul style="list-style-type: none"><li>▪ To understand the market size of the industry and gauge its positioning in the current market</li><li>▪ To develop future business expansion strategies</li></ul> <p><b>Business Needs:</b></p> <ul style="list-style-type: none"><li>▪ Scanning the market for security products and solutions and determining its market size</li><li>▪ Forecasting the 5 years market growth rates</li></ul>
<b>infoAnalytica's Role</b>	<ul style="list-style-type: none"><li>▪ Conducted market sizing analysis by estimating the current revenues and growth rates over a period of 5 years</li><li>▪ Market sizing included every aspect of the IT security market viz. desktop security, smart phone/PDA security, File/application server security, groupware security, gateway security, instant messaging security, network antivirus, and compliance</li><li>▪ Developed an industry market sizing taxonomy based on revenues by region, company size and vertical</li></ul>
<b>Key Deliverables</b>	Delivered as a pivot chart
<b>Value Proposition</b>	The client gained an insight into the current market size and future growth rates of security software. This helped in determining its strategic positioning for near as well as long term.