



Case Study: Product Research – Computing Devices for the BOP Segment

Client Description	US based management-consulting firm focusing on developing IT & Telecommunications in emerging market economies
Client's Requirement & Objectives	To analyze thoroughly the computing devices designed for people of low-income segments and specifically targeted to emerging market economies. Devices included general computing products, phones, word processors, browsing devices, etc.
infoAnalytica's Role	<p>Conducted in-depth research that gave a detailed description of the computing devices targeted to emerging market economies. The research answered questions in the following areas:</p> <ul style="list-style-type: none">▪ Technology Components viz. Operating System, Processor, Chipset, display, audio-video, networking, input devices, bundled software applications, etc.▪ Capabilities viz. Video capture, still photo capture, radio, audio play back, databases, etc.▪ Solution Components viz. peripherals, financing mechanism, training, support, & maintenance▪ Manufacturing Strategy viz. manufacturer, manufacturing location, other▪ Channel Strategies viz. direct, traditional retailer/reseller, white box (mom & pop stores)▪ non-traditional distributors, telcos, government▪ Target market segments viz. philosophy, principles, positioning, Average Selling Price, intended usage scenarios, target countries, launch countries, pilots▪ History - first customer ship date, current status sales projections, number of units sold, technological evolution, marketing evolution, status vs. competition, partners, current momentum, industry if origin▪ Others - innovation, differentiators, special design features, low-cost drivers
Value Proposition	The client benefitted with the output, which was a comprehensive matrix, describing the different computing products and features, its market acceptance and its intended launch for the targeted user segments.