



## Case Study: Strategic Market Analysis

<b>Client Description</b>	Provider of statistical machine translation software
<b>Client's Objectives &amp; Requirements</b>	<ul style="list-style-type: none"><li>▪ To scan the market for current uptake and potential demand for language translation solutions and to validate that there is a market for their solutions</li><li>▪ To conduct comprehensive research around key trends - globalization, communication, increasing use of internet and languages used over the web</li><li>▪ To understand customer service market, business intelligence and user generated content market to help support the market potential for translation solutions</li></ul>
<b>infoAnalytica's Role</b>	<p>Conducted extensive research in the following areas:</p> <ul style="list-style-type: none"><li>▪ Identify growth in usage of internet, digital content and different languages used over the web. Key focus was on understanding the trends and growth forecasts</li><li>▪ Human vs. machine translation market usage and trends</li><li>▪ Analyzing the volume of digital content that gets translated or localized</li><li>▪ Market sizes and trends for user-generated content (UGC) and online communities – Web 2.0 – growth, forecasts, and sites, markets and industries using UGC</li><li>▪ Customer care market – market size, growth, trends, and forecasts</li><li>▪ Business intelligence – market size, growth, trends, forecasts, number of BI tool deployed globally, key players, etc.</li></ul>
<b>Key Deliverables</b>	<ul style="list-style-type: none"><li>▪ Developed a comprehensive report with focus on key numbers and growth rates</li><li>▪ Key findings presented as a PowerPoint presentation</li></ul>
<b>Value Proposition</b>	The client gained various data points that showed that there is a market for their services. This helped in validating its key premises – growth in languages used for communication around the world and the increase in demand for internet that facilitates easy communication.