



## Case Study: Strategic Opportunity Analysis

<b>Client Description</b>	<p>The client is a multi-million dollar US based publicly traded company. It provides conferencing solutions.</p>
<b>Client's Objectives &amp; Requirements</b>	<ul style="list-style-type: none"><li>▪ To generate a comprehensive market scan and to fully understand its direct and adjacent market environments</li><li>▪ Assess the strategic options and opportunities available at the backdrop of its expansion plans</li><li>▪ Determining short term and future strategies and positioning</li></ul> <p>The client required an analysis and understanding of the strategic opportunities present in the market through an in-depth study that covered the following areas:</p> <ul style="list-style-type: none"><li>▪ Market Assessment</li><li>▪ Market Trends</li><li>▪ Technology Trends</li><li>▪ Competitor landscape</li><li>▪ Opportunities</li></ul>
<b>infoAnalytica's Role</b>	<ul style="list-style-type: none"><li>▪ Initially the research comprised of research inputs for a complete immediate and adjacent market overview for the required baseline data viz. segment sizes and growth rates, competitive market shares, major trends, etc. Here the focus was largely on market trends, growth, and key players</li><li>▪ Competitive assessment was a significant part of the study, in which the focus areas were: the competitor's market shares, their products, and services, positioning and pricing information. Any new visible market trends concerning the competitors were obtained</li><li>▪ The market was analyzed on different dimensions, viz. geographical segments, product and service segments, and a combination of the two</li></ul>
<b>Key Deliverables</b>	<ul style="list-style-type: none"><li>▪ Delivered an overall assessment from technical, business, and customer perspective and identified the strategic opportunities/gaps.</li><li>▪ Comprehensive research findings and analysis delivered in PowerPoint presentation.</li></ul>
<b>Value Proposition</b>	<p>The client gained comprehensive perspective of the market they were operating. They were able to identify their key strengths with respect to products and technical expertise. This provided a base to construct future strategies</p>