

Go-to-market strategy for a global telecom infrastructure vendor

1. Situation & Challenges

We had previously developed for this client a business case for new product concepts. The client engaged us to create market offerings from these concepts and test them on a tight budget without the use of mass media.

2. Our Approach

We developed an analytical framework with identified criteria and metrics for the vendor to assess the likelihood of success if the services were to be launched commercially and also provided a go/no-go decision on commercial launch of the offering. We then launched the services with existing customer information and tracked responses by individual prospect/user. We then analysed pre- and post-trial market research data in conjunction with traffic data logged on the network by trial users. Different price points were tested in a real-life market environment and exhaustive analysis was conducted on the data gathered.

3. Results

Our recommendations were launched jointly by the telecom infrastructure vendor and the telecom services provider.