

Conducted Competitive Analysis for a Fortune 50 Technology Major

• Situation & Challenges

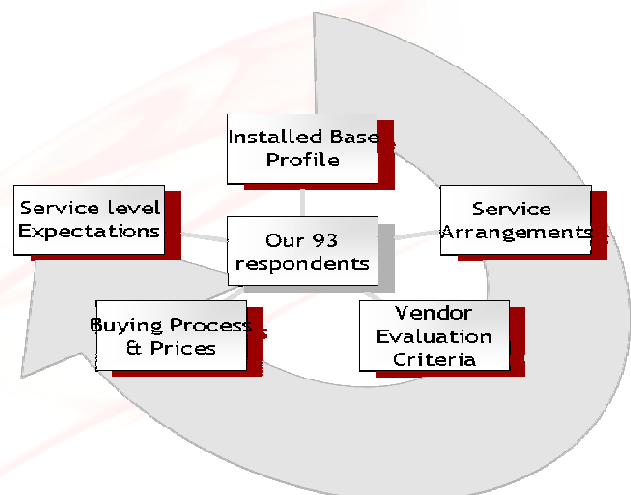
Australia accounts for almost 40 percent of the enterprise segment sales of the APAC region for the client. However, over a period of time the percentage contribution of segment sales from Australia was decreasing. The client felt this was because the competition may have adopted more aggressive pricing strategy or innovative services strategy.

• Our Approach

We conducted a competitive analysis to identify and develop strategic and operational initiatives. We undertook mystery shopping to collect insights on competitor sales structure, pricing, approach to segment etc.

In addition, we conducted tele-interviews to understand decision process of IT managers in enterprise segment.

Based on this, we developed specific initiatives & key take-aways on operational and strategic levels for client.



• Result

Based on our recommendations, pricing related modifications are done by the client. Similar research is being conducted by the client in other countries, as part of their sales planning exercise.