

Market Sizing Forecasts Reveal Growth Opportunities in Europe for an International Data Center Leader

Navigating competitive pressures and meeting modern customer expectations demands extensive market intelligence that offers a nuanced understanding of industry-specific opportunities.

The Situation

A global client present in various industries sought standardized, industry-specific content to enhance their marketing and sales strategies. They needed insights into future opportunities and a comprehensive view of customer needs across key sectors, including manufacturing, healthcare, and energy/utilities. The objective was to formulate precise revenue forecasts that would inform product planning and strategic development.

Complicating the forecasting process were the complexities of the diverse industries involved. The client required insights ranging from established market dynamics to the potential of emerging technologies, including digital transformation initiatives and customer-centric innovations.

The workshops and related analyses have become the primary source for understanding industry-specific opportunities and competitive positioning yet rapidly evolving space.

Manager, Market Intelligence

The Solution

- IDC's European analysts collaborated closely with the client's team to deliver ten strategic-level global industry sales enablement workshops and research kits. This initiative provided five-year revenue forecasts and insights into key industry trends, drivers, and inhibitors for approximately 60 different industry segments. The gathered data was instrumental for product planning, development, and marketing strategies.
- IDC's customized research team offered comprehensive support, which included benchmark results and three 90-minute presentations for internal stakeholders to communicate findings and share valuable insights.

The Results

IDC provided accurate year-on-year market forecasts and growth rates that are actively utilized for strategic planning and market sizing.

Dependable qualitative analyses and insights into industry trends has helped substantiate product and marketing strategies.

Industry-specific data has become the trusted source of market intelligence for various internal stakeholder groups.