Expanding Core Business Strategically through Insights on Adjacent Markets

How a leading communications services provider expanded beyond telecom

SITUATION

A leading Asia/Pacific communication services provider (CSP) needed a deep understanding of its current Australia and New Zealand ICT market opportunities. The interest ranged from its core telecom services, mobility, and Internet of Things (IoT) businesses to the adjacent opportunities in the IT market across hardware, software, professional services, and managed services as it aims to diversify revenue sources.

The CSP needed custom research to determine where to focus their sales, marketing, and operational resources across key ICT products, customer segments, industries, and states.

SOLUTION

IDC analysts across multiple domains worked together to provide a five-year revenue forecast for approximately 60 ICT solution categories and sub-categories.

The comprehensive and cohesive analyses covered critical and emerging domains such as telecom fixed line, mobility, IoT, customer contact centers, networking, cybersecurity, and UC&C.

RESULTS

- Reliable annual market forecast and growth rates for TAM estimates.
- Insightful qualitative analysis and industry trends to support strategy planning.
- Detailed industry and customer segmentation for more optimal prioritization and resource allocation.

ABOUT IDC

IDC is the premier global intelligence, data and events provider for the IT, telecom, and consumer technology markets. With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries.

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Keeping the Growth Momentum with the Right Country and Industry Focus

How an infrastructure vendor leveraged IDC to grow its AI infrastructure business

SITUATION

As the demand for AI applications heat up, IT vendors are aware it will trigger growth opportunities for Infrastructure Vendors. To stay ahead of competition, a leading infrastructure vendor sought to better understand the AI infrastructure opportunities for Singapore and Hong Kong. Specifically, the vendor was interested in the market size and forecast at country and industry-level to help them make data-driven strategic decisions on their investments and growth plans.



SOLUTION

As part of its market insights report, IDC provided industry-level market size information, both historical and forecast, for the selected countries. IDC also prepared a detailed market definition and taxonomy for the vendor based on the latest IDC Worldwide Artificial Intelligence Infrastructure Tracker Taxonomy. This initiative was undertaken to help the client use IDC data correctly and make informed decisions that will impact their business strategies.

RESULTS

Equipped with IDC's custom analytics support and content marketing capabilities, the infrastructure vendor identified the key industry targets in Singapore and Hong Kong and successfully engaged their primary target companies for these industries through various marketing initiatives.

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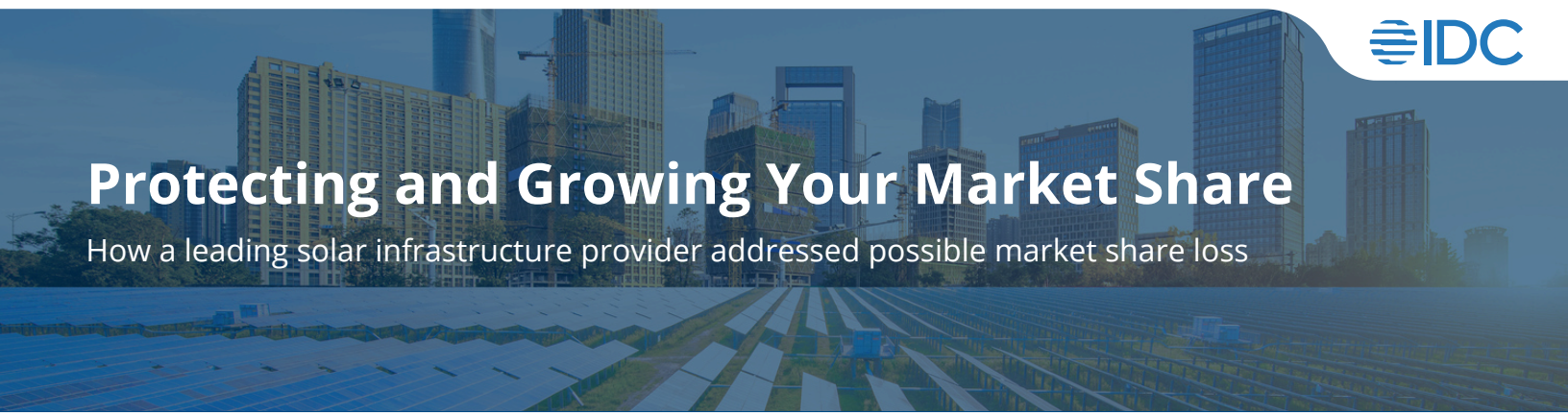
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Protecting and Growing Your Market Share

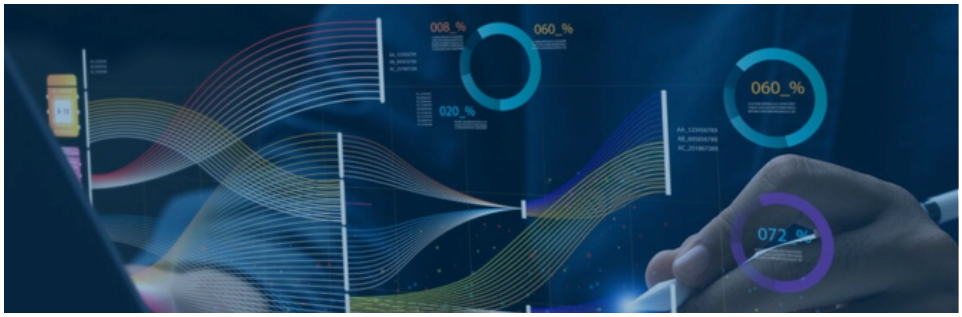
How a leading solar infrastructure provider addressed possible market share loss

SITUATION

A leading global solar Photovoltaic (PV) cell provider is facing intense competition as the solar energy market is about to peak. The company was primarily concerned about potentially losing market share due to product quality, after-sales service, or pricing, making it easier for customers to switch to the competition.

SOLUTION

IDC proposed a Net Promoter and Net Satisfaction study covering pre- and post-purchase experience dimensions, from marketing promotions support to after-sales professionalism, among a cross-section sample of the company's customers and key partners to understand key attribute drivers for loyalty and retention versus attrition and churn.



RESULTS

The study revealed the client's key strengths in product quality, solution design, and after-sales services. It also highlighted the notable areas for improvement, such as marketing and promotion support, pre-sales (training), product use, and maintenance. While none of these dimensions or attributes heavily impacted NPS for now, IDC highly recommended to the client that they must address these areas of weakness to avert any possible market share loss.

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Redesigning a Better Service Delivery Experience for Public Healthcare Customers

How a global leader in IT services tapped IDC for an unbiased third-party satisfaction survey

SITUATION

To further establish its reputation in the public healthcare sector, a global leader in IT products and services wanted an unbiased third-party to validate through a Customer Satisfaction Survey that its service delivery is on par, if not better, than other regional IT services providers.



SOLUTION

IDC designed and conducted an end-user survey of all healthcare centers in the country where the client's IT services are deployed. The survey covered an assessment of all IT service dimensions and attributes.

RESULTS

The study highlighted the healthcare centers' satisfaction levels and identified the gaps in service delivery when presented across a year-on-year comparison.

The study also helped prioritize the areas for improvement and enabled the IT services provider to develop a sound action plan to improve the overall user experience.

Leveraging IDC's market research and recommendations, the study guided the vendor in the overall redesign of its current user experience by managing and fulfilling stakeholders' different needs and requirements across all healthcare centers. Ultimately, this led to the IT service provider's 10-year project renewal.

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Want to understand the buying patterns, purchase drivers and influence customer behavior across various industries and geographies?

IDC can help.

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Quantifying the Economic Impact of Digital Transformation

How a large tech company leveraged IDC research to build thought leadership in its signature marketing campaign

SITUATION

A leading global software firm, one of the largest technology companies in the world by market capitalization, needed an in-depth research study to serve as the foundation of its signature marketing campaign for the entire Asia/Pacific region for a full year.

Aimed at positioning itself as a thought leader in digital transformation for the greater good, the client sought to establish itself as a technology provider keen to drive technology adoption to help nations and their governments fulfill their technology goals and realize more significant benefits for businesses and citizens.

SOLUTION

IDC banked on its market intelligence and leadership footprint in the region to provide the client with actionable insights and clear recommendations on various areas of the research, including how businesses can seize digital transformation opportunities and learn from missed opportunities after failing to capitalize on them.

Aside from the business impact, the research also covered both the macroeconomic and societal benefits of technology to the Asia Pacific countries and their citizens, fulfilling the client's objectives of making the output relevant to various readers and worth the media's attention.

RESULTS

The research coverage and outcomes included:

- 17 markets covered
- Almost 2,000 news stories published as of end-2023
- Over 76M social impressions tracked
- 35,000+ additional website page views

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IDC can help develop innovative, compelling content, to elevate your brand's position in the market.

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Unlocking a Vertical's Full Potential

How a leading cybersecurity vendor equipped their sales organization to engage financial services LOB leaders

SITUATION

A leading cybersecurity vendor identified the financial services industry as one of its critical verticals for business growth, spanning opportunities in banking to payments.

To reach and connect with this market, this vendor's sales and marketing organization and its partners needed a deeper domain knowledge to speak their language and trigger conversions with non-IT decision-makers, particularly line of business (LOB) leaders who run these institutions' day-to-day operations.

SOLUTION

IDC designed and delivered a multi-module interactive workshop session that educated the vendor and its partners on:

1. Key Banking Trends in Asia Pacific;
2. Key Technology Spending and linkages to open banking, containers, and cloud computing;
3. Value Proposition, specifically:
    a. What are the implications of these trends and technology spending to the vendor?
    b. How can they use this to frame their value proposition?

RESULTS

The vendor valued the practical and actionable insights gained from the workshop — using industry trends and spending data and leveraging the vendor's industry standing versus the competition to create their value proposition for every target account. The workshop has led to multiple marketing campaigns ranging from thought leadership pieces and custom events for the financial services vertical.

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