

Grid Computing for a Global IT Industry Vendor

An IDC Consulting Client Success Story from the Market Entry Strategy Practice Area

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Client Challenge – Customer is investing in providing Grid products and solutions to the marketplace. They can see the near term opportunity in the high performance space, but are grappling with where and whether there is an opportunity in the much broader commercial market. They needed to understand the locus of the opportunity – hardware, software and/or services and customer segments – verticals, application, and workload types – in order to plan what to build and where to market.

IDC Consulting Proposal – IDC determined that the customer needed to understand customer requirements, demand, and expectations for "grid-type" solutions before it could effectively respond to the market opportunity. Once properly defined, IDC drew on its extensive market data in the HPC and Commercial workload sectors, to create a detailed model of spending and growth potential in each customer defined segment. We then recommended to the customer an overall strategy for the market, which segments to focus upon (and which to avoid), and what product offerings to build.

Methodology – IDC attacked this problem from three directions. To begin with, we convened our most senior analysts working in this and related market areas to create a straw-man segmentation scheme reflecting our best knowledge of the market. We generated hypotheses and then our analysts interviewed dozens of current and probable users of "grids" to dig into their experiences and expectations regarding current grid solutions and their needs and requirements for a successful solution going forward. We used this information to recalibrate our segmentation model. We then mapped this new model to our forecasts to provide our customer with a quantitative view of the magnitude of opportunity and growth. Finally, we used this data, our knowledge, and our research findings to fashion recommendations and guidance on where and how adoption would occur, and where our client should focus their investment.

Results – Our client re-adjusted its strategy for this market and re-focused its efforts on the high growth potential segments. This adjustment enabled them to focus away from segments of low growth into mainstream areas presenting high growth and more leverageable segments.

IDC Consulting leverages the **trusted** research and analysis of IDC – the premier global provider of market intelligence, advisory services, and events for the information technology industry – to deliver fact-based, actionable advice on all phases of market strategy. With a worldwide perspective, product and service market depth and breadth, and proven **methodologies**, we offer unmatched **expertise** and a superior knowledge of today's marketplace challenges. Our technology and industry analysts join our experienced consultants on a project team with a **commitment** to delivering proprietary conclusions and recommendations that will make you more successful.

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