

Opportunity Mapping for a Well-Funded Technology Start-Up

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

Client Challenge – A well-funded technology start-up had obtained rights to powerful new technologies for easing and speeding the management of heterogeneous data storage. The products worked well, but fit into a market that was rapidly evolving. Executives needed assurance about: which customers to target, what functionality to lead with, how to position the offering, which channel and integration partners to deliver it with, whose infrastructure offerings to integrate it with and which critical roadblocks most needed avoiding.

IDC Consulting Proposal – IDC determined that our client needed both (a.) a clear road map of the leading players and their directions, advanced technology trends, obstacles to their progress, and likely market evolution and (b) a means of building a business model that leveraged these dynamics.

Methodology – IDC executed a two-part process of Opportunity Mapping to support the planning and execution strategy. In Phase 1, "Formulating the Mess", IDC convened a cross-industry team of storage, software, services, and channel analysts to rapidly map the market environment—players, motivations, leverage, obstructions, and market conflicts. Using systems dynamics methods, IDC unwrapped a complex market to show the client innovative pathways to success. In Phase 2, we engaged with the client's executive team to design a high level business model and plan aligned with the underlying market forces.

Results – Our client became able to understand the inter-related forces and barriers that shaped their current and potential position. They were able to play out alternative scenarios and determine their respective fit with their strategy, opportunity for success, and risk of failure. Ultimately, our client executed a successful strategy - developing the target markets and alliances that enabled profitable growth and overall market success.

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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