

Business Process Market Sizing/Forecasting for a Leading IT Industry Vendor

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An IDC Consulting Client Success Story from the Market Opportunity Assessment Practice Area

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Client Challenge – The client wanted to extend its competencies and brand into the business process outsourcing market where it could leverage its existing skills and customer base, but create new services and competitive offerings. They needed to understand the delivery methods as well as the locus of the opportunity – business process segments, verticals, enterprise size, and regions – in order to plan what to build and where to market.

IDC Consulting Proposal – IDC determined that the customer needed to identify the magnitude of both internal and external spending, relative growth rates, offering types, and relative spending by segment to make the decisions necessary to plan and execute its challenging strategy.

Methodology – IDC drew on its worldwide base of analysts and data to create an actionable forecasting and segmentation tool to support strategic decision-making. We drew on the expertise, data, and knowledge of IDC analysts in the Americas, Western and Central Europe, the Middle East and Africa, Japan, and all of Asia Pacific (including China and India). We also drew on an extensive body of existing work in vertical markets on a regional and country basis. We supplemented this knowledge with a targeted worldwide survey of 3000 business process decision makers in 12 countries, as well as interviews with suppliers of outsourced services. We blended the results into a comprehensive rigorous sizing and forecast tool that enabled our client to weigh investment, opportunity, and risk as accurately as possible.

Results – IDC was able to support our client by identifying and sizing the relative attractiveness of different solutions and markets. We pointed out the largest and most rapidly growing opportunities as well as providing an extensive and comprehensive view of the entire addressable opportunity. Our finely segmented forecast model enabled our client to create niche and regional strategies to support the overall corporate strategy goals objectives.

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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