

E-Business Market Sizing and 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 understand the scale and scope of the hardware, software, and services opportunities presented by e-business and monitor its progress in gaining market share in this vital opportunity segment. They needed to track the types of e-business transactions being delivered by region, as well as their competitive situation in each segment, to enable them to make product and marketing decisions in a very dynamic market.

IDC Consulting Proposal – IDC recognized that in order for our client to succeed in leveraging the opportunity, they needed reliable and rigorous underlying research as well as a quarterly research program drawing on fresh customer and supplier reporting about immediate market conditions and trends.

Methodology – IDC drew on its worldwide base of analysts and product tracking data to create an actionable sizing, segmentation, and share analysis tool to support our client's decision-making. We refreshed this knowledge with a targeted quarterly worldwide survey of 3000 business IT decision makers in 6 countries quarterly, as well as interviews with suppliers of the targeted product offerings. We blended the results into a comprehensive rigorous sizing and share analysis tool that enabled our client to weigh its opportunity and its success in capturing its fair share of this new spending.

Results – IDC was able to support our client by identifying and sizing the relative attractiveness of different e-business segments and markets. We pointed out the largest and most rapidly growing opportunities as well as where our client and its competitors were having the most success. Our finely segmented model enabled our client to identify where it was succeeding and failing and apply that knowledge to the creation of new offerings and market programs.

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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