

Project Summary

Availability and IT Management Services Analysis

\$4 billion IT Customer Services division responsible for warranty, product-support, business-critical and IT management services worldwide

Client Problem

Identify competitive advantages in order to better position solutions and grow market share.

BVI Approach: Market and Competitor Analysis

- ▼ Targeted competitor profiles for high-availability and IT management services
- ▼ Guided a clear understanding of market requirements and current vendor offerings
- ▼ Recommended needed organizational and service-portfolio changes

Results

- ▼ Service offerings modified to differentiate from competitors
- ▼ Offerings and packaging repositioned to widen revenue potential
- ▼ Examination of broader portfolio and organizational changes initiated

BVI helped us identify and understand our competitive advantages. As a result, we strengthened our service offering market position and increased our market share.

- Director, Marketing Programs