

Project Summary

Competitor Profiling Service

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

Client Problem

Marketing director and managers need to be current on key competitor activities in volatile high-tech markets.

BVI Approach: Competitor Analysis

- ▼ Functioned as the external provider of ongoing strategic competitive intelligence
- ▼ Developed senior management briefings that highlighted key competitor activities, risk evaluations and response options
- ▼ Created custom quarterly profiles that identified specific competitor patterns, predictive information and key areas to watch

Results

- ▼ Competitive threats understood and appropriate action taken
- ▼ Service strengths positioned better relative to competitors' offerings
- ▼ Emerging service opportunities identified based on competitor and market activities

BVI helps us “connect the dots.” They provide the independent, objective lens to synthesize and analyze the disparate pieces of data and information – translating it into competitive intelligence that we can use. BVI links the data to our business, letting us anticipate potential competitor moves and plan our strategy accordingly.

- VP and General Manager, Global Services, Europe, Middle East and Africa