

Project Summary

Key IT Market Trends Assessment

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

Client Problem

Key division needs updated market intelligence to validate current marketing plans and develop new strategies.

BVI Approach: Market Analysis and Strategic Planning

Examined the overall IT services market, identifying trends relevant to growth and profitability. Determined for each trend:

- ▼ Client market position and implications for its business
- ▼ Market and competitor activities
- ▼ Client opportunities for growth and recommendations

Results

- ▼ Market plans for existing and projected service offerings validated
- ▼ Key offerings and market areas that needed repositioning identified
- ▼ Strategic decisions about developing new service offerings finalized

The Environmental Scan was a critical input for our planning and strategy development session, identifying growth opportunities and risk factors to incorporate in our service portfolio planning.

- Director, Global Services Marketing