

Competitive Intelligence - Global IT Infrastructure Market

Technology

About the Client

Our client is a leading ICT company that has a global influence within its respected sphere of business.

Business Challenge

To understand the scope of innovation in the IT infrastructure space, it was necessary for the client to acquire a deeper understanding of the global IT market. An independent, in-depth competitive intelligence analysis of the aforementioned industry was the need of the hour.

Solution

With the help of secondary research, Netscribes analyzed the competitive landscape and produced a report which gave the client a complete understanding of the global IT infrastructure market. The secondary sources included websites of competing firms, industry and government publications, news publications, external articles, and private databases. When conducting secondary research on the nature of competition, Netscribes meticulously chose the subjects that were relevant, and only then conducted in-depth research into the competitors' operational and organizational structures.

The key focus areas of the study included:

- Determining the market size particularly for North America, growth rate, and growth rate forecasts for the next 3-5 years
- Key market drivers and major trends/disruptions in the industry
- Solutions and investments implemented by clients
- Buyer-side requirements (i.e. buying trends, centers, investments)
- Ongoing deals/contracts
- Vertical-specific solutions offered globally by competitors
- Variations of thought-leadership content available across multiple channels/media

Results Delivered

Netscribes delivered a comprehensive report that outlined various aspects of the global IT infrastructure market. The findings of this report helped the client in the following areas:

- Actions and practices of their competitors for comparison
- Identifying key areas of focus
- A good look into what the future holds for the industry

Benefits

With the help of Netscribes' in-depth analysis, the client gained a holistic view of the industry and was able to sharpen their focus on specific areas requiring the company's urgent attention. They also gained an accurate understanding of what their competitors were doing differently and the possible gaps in their operations. Additionally, the report helped the client in channelizing its focus on other areas in which they were falling behind, thus giving them more scope to address their problems effectively.

**Uncover hidden market opportunities and learn about your competitors' next steps
with Netscribes' Competitive Intelligence solutions**

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