



IDC ACCELERATOR PROGRAM USE CASE

Market Intelligence & Go-to-Market Strategy

Challenge:

As a veteran in their industry, the client was having a difficult time validating market opportunity. Moving their product to the next phase was a priority but they didn't have sufficient data to provide insight into their customer need. They also required help raising awareness in the market and developing a strategy to store and migrate their current customer data.

IDC Solution:

The client decided to engage with IDC utilizing the proprietary data and research along with analyst insight. Through this expanded research access and analyst engagement IDC was able to:

- Validate their strategy and market opportunity
- Understand their customers need
- Develop a product roadmap
- Create a go-to-market strategy.

IDC also provided dual branded third-party marketing assets for the customer to utilize as part of their go-to-market plan, bringing instant validation and trust to their content.

Outcome:

The client has a better understanding of their product roadmap, full coverage for their infrastructure and storage needs, as well as the awareness materials for sales and marketing.

“We're a mature company and in some ways, we really understand our market. Now we need to understand where we're going to take our platform. What should we be building, who should be selling to, who should we be partnering with? This is where we use help from IDC.”

Build Market Intelligence

Looking to better understand your industry and competitive markets?

IDC's Accelerator Program can help

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