

IDC CASE STUDY

Market Sizing Forecasts Reveal Growth Opportunities for a North American Telco

Outpacing competitive forces and delivering on today's customer expectations, requires a level of market intelligence that can provide an acute understanding of product and market opportunities.

THE SITUATION

A North American telco brand required market intelligence to build out effective marketing and sales plans. They also needed to understand the future outlook for over 50 wireless products and services, in order to create accurate revenue forecasts to support their product planning and development.

Adding to existing challenges in forecasting new opportunities, was the range in product complexity; products include established technologies like corporate liable wireless connectivity and enterprise mobility management to more emerging technologies such as understanding the potential of augmented reality, private cellular networks, and fixed wireless access.

THE SOLUTION

- IDC Analysts worked closely with the Telecom team to provide five-year revenue forecasts, for approximately 60 different wireless products and services, to be used in product planning and development as well as in the development of marketing plans
- IDC's custom research team provided end-to-end support which included, benchmarking results, and three 90-minute presentations to internal stakeholders, to present findings and share insights

THE RESULTS



Accurate year-over-year market forecasts and growth rates that are used for market sizing.



Reliable qualitative analysis and industry trends insights that support product and marketing plans.



Industry-specific data is now the relied-upon source of market intelligence by internal stakeholder groups.

"The forecasts, corresponding growth rates, and related qualitative analyses that discuss trends, and IDC's reasoning as to those trends, has become the default source for business wireless market sizing here. Management in multiple organizations (product, marketing, sales, strategy and finance) have all come to depend on the quantitative and qualitative information produced by this extensive custom research project."

**Manager, Market Intelligence
Top North American Teleco**

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Need accurate market intelligence for your industry, to help with product planning or market entry IDC Analysts can help.

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