



IDC ACCELERATOR SUCCESS STORY

Market Intelligence: Analyst Relations

Challenge:

A startup in cybersecurity with global representation wanted to accelerate success with limited budgets and resources. They needed to clearly define the total addressable market, market fit, and market growth potential, and needed help to identify and prioritize market opportunities specific to their offering.

IDC Solution:

The client worked with several IDC analysts, both on a one-on-one basis and in a time-saving round table setting with several analysts specializing in cybersecurity, to identify the drivers and inhibitors globally and regionally in the markets they wanted to pursue. This allowed them to extract a clear value proposition and differentiate themselves in the market.

Outcome:

The analysts used IDC's comparative assessments to help the client understand the key drivers and inhibitors within the market as well as the competitive landscape. They worked on crisp and concise messaging that highlighted the differentiated value that the client brings to SMBs. Additionally, the analysts developed a SWOT analysis for the company compared to the rest of the market and helped validate the price point.

They also looked at adjacent markets and opportunities, which helped the company form their future growth strategy and look at the opportunity to be able to go up or down-market.

The client was delighted with the program and outcome and has since decided to renew their partnership with IDC.

“I've worked with a lot of industry analysts, and I think one thing that helps IDC differentiate itself from others is the value IDC places on the client relationship to ensure we achieve our overall program goals.”

Understand Your Market

Looking to get an insight into your market?

**IDC's Accelerator
Program can help**

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