

## Competitive Analysis and Leadership Grid

RESEARCH, ANALYSIS AND CONSULTING SERVICES

### BUILDING SUCCESS

Through more than 30 years of analyzing IT and Telecom markets IDC has a proven methodology and a unique experience doing competitive research. This includes collecting the information about the companies from numerous sources and putting it into context with the current and future market conditions, concluding in an in-depth analysis of the company in question.

IDC's competitive analysis are designed to help organizations whose managers are challenged with the following questions:

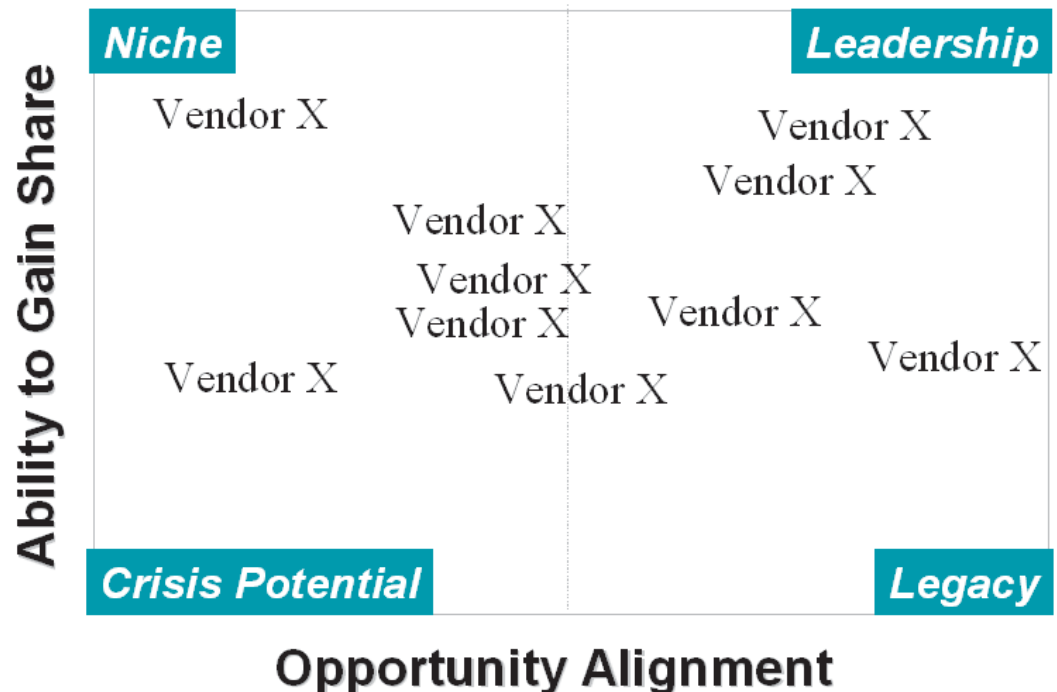
- Who are my future competitors?
- What are my competitors strengths and weaknesses related to mine?
- How is my company positioned compared to the competitors - today and in the future?

### WHY USE IDC COMPETITIVE ANALYSIS?

IDC knows your market from a different and more objective angle than yourself. We are therefore in a unique position to discuss and assist you in your market approach. IDC competitive analysis help you:

- Improve the quality of business planning
- Analyse competitive strengths/weaknesses of your company and your competitors
- Identify current and upcoming key competitors
- Improve your planning and monitoring of a clear market positioning

### EXAMPLE OF IDC LEADERSHIP GRID



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## TOOLS AND METHODOLOGIES

### Leadership Grids

IDC's Leadership Grid is a matrix based on evaluating vendors in a market on two dimensions: 1)

**Opportunity Alignment:** The current position of the vendor with regard to the market.

2) **Ability to Gain Share:** How is the company positioned and prepared for the market's future condition all related to the competitors in the market.

### Company Profiles

Company profiles are in depth analysis of companies with regards to their market activities. This typically includes analysis of the company's strategies, products, market position, strengths and weaknesses, opportunities and threats all concluded in an IDC opinion on the company.

### SWOT analysis

An analysis of strengths, weaknesses, opportunities and threats (SWOT) covers analysing a company relatively to the market, to the competitors in general or to one specific competitor.

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## EXAMPLES OF RECENT CONSULTING PROJECTS

### Competitor Monitoring

**Scope:** For IT company to monitor largest competitors within each product areas they cover.

**Benefit:** The company's sales people have access to a database of competitive analysis providing them with good and updated arguments against major competitors.

### Assisting new Web hosting company in start up

**Scope:** To help a new entrant on the web hosting market with segmentation, identifying competitors and setting price.

**Benefit:** The company was able to make a successful roll-out on the Nordic market. Setting the right strategy for confronting the competition in the most favorable way.

### Positioning through Building a Leadership grid

**Scope:** For an IT services company IDC positioned the company and its competitors in an IDC leadership grid. First we defined the most important parameters on the market, gathered the information on selected vendors and created the leadership grid.

**Benefit:** The company got a clear picture of its own position relatively to its competitors and how it is positioned for future market conditions on crucial success factors in the market. In addition the company is now aware of its competitors strengths and weaknesses on these crucial success factors.

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