

## Market Opportunity Assessment

RESEARCH, ANALYSIS, AND CONSULTING SERVICES

BUILDING SUCCESS USING IDC MARKET OPPORTUNITY ASSESSMENT

Market opportunity assessment is a crucial success factor when a company is evaluating its position in the market or entering a new market. To ensure you make the right investment, to ensure you have an optimal product portfolio and to ensure you get maximum results of your marketing budget. IDC can help you to better understand your position and opportunities in the current market place as well as the potential in new markets or market segments. We can provide you with details, forecasts and viewpoints on the specific market segments that are in your focus. We know the hot topics, the trends, players and customers the ITC industry.

Market opportunity assessments will be beneficial to:

- Management teams in business planning process
- Sales and marketing departments in marketing efforts

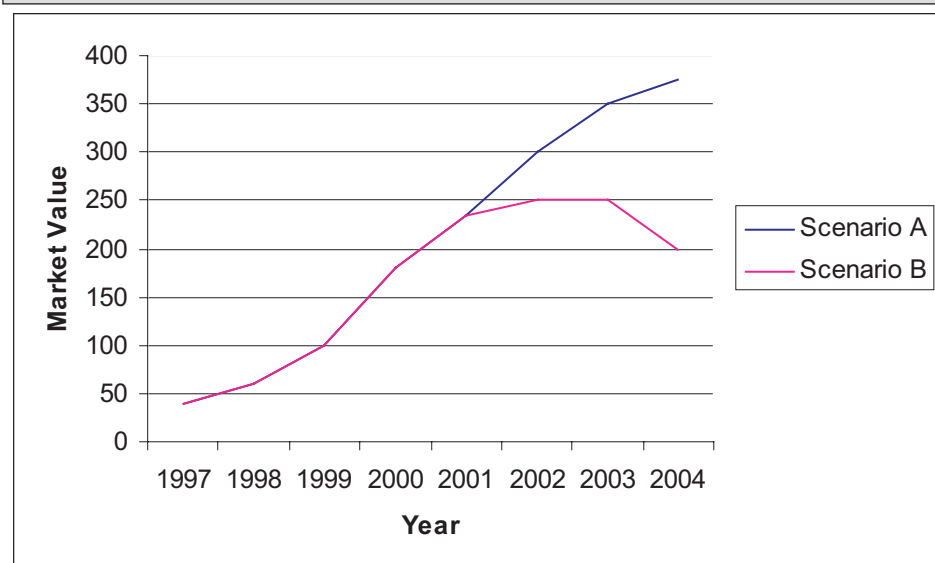
### WHY USE IDC?

IDC knows your market from a different angle than yourself. We are therefore in a unique position to discuss and assist you in your market approach.

IDC analysts help you:

- Find market opportunities and make sound business decisions supported by market understanding
- Define business growth rate scenarios
- Recommend product directions and strategies
- Evaluate threats to your market
- Discuss your market potential and client base
- Improve the quality of business planning

### WHERE WILL YOUR MARKET GO?



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## TOOLS AND METHODOLOGIES

### **Opportunity Analysis**

A combination of different IDC methods to help realize the market opportunities.

### **Market Sizing and Forecasts**

IDC's proven methods on market size and forecasting is the basis for many IDC projects. Market sizing can be based on supply and/or demand side research. Forecasts are based on a systematic process, building assumptions taking into consideration market history, similar markets, impact from other IT market

segments as well as external factors such as general economic development, demographic factors and legislative factors.

### **Leadership Grid**

IDC model used for competitive analysis.

### **Consumer and B2B User Surveys**

Every year IDC conducts business and consumer user surveys on hot topics.

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## EXAMPLES OF RECENT MARKET OPPORTUNITY ASSESSMENTS

### **Market Entry Strategy**

**Scope:** An international network service provider considered offering a new kind of Internet service in a Nordic country and asked IDC to describe and illustrate the internet access market. This project looked at the market size and trends by internet access technology.

**Benefit:** This information helped the client develop a realistic plan for market entrance and evaluate the potential competition before entering the market.

### **Market Opportunity Assessment**

**Scope:** A leading global hardware vendor needed to understand their opportunities in three new emerging IT hardware markets to decide on the following years business plan and marketing strategy. IDC provided data about vendor market shares with details about how the sales were divided between the different market segments.

**Benefit:** IDC's input enabled the client to determine a business plan for the next year, which was based on a realistic view on the current market status and future opportunities.

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