IDC CONSULTING
CASE STUDY

Market Entry Strategy for Datacenter Provider

Business Challenge

A regional IT service provider with a strong position in the UAE market was planning to penetrate the datacenter market in Saudi Arabia.

IDC was approached with a request to provide consulting services covering the following areas:

- Identification of the target market segments
- Development of an effective engagement strategy
- Development of a unique sales proposition (USP)
- Development of a comprehensive go-to-market strategy

The Solution

IDC addressed the client request with a structured consulting approach and delivered the following:

- Detailed insights into customer needs and expectations
- A comprehensive, vertically-focused G2M strategy, including target market segments, pricing strategy, product strategy, USP, communication strategy, engagement strategy, and competitive strategy.
- Four G2M scenarios, together with assessments of the strengths, challenges, risks, and revenues streams associated with each scenario.

IDC
Analyze the Future

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