

CLIENT

A leading mobile network operator

BUSINESS SITUATION

- The client wanted to expand their operations in mature markets such as Europe and Americas region, as it would improve their positioning in the global market
- Invest in developing futuristic technologies such as M2M communications and IoT networks, and assess prospective partnership models

Benefits and outcomes of our engagement

- Delivered **actionable insights** on market size, market segmentation, market dynamics and key players operating in the market
- Provided insights on **customer preference** towards software solutions
- Provided recommendations on preferred modules, and features to **address consumers concerns** while retaining customer satisfactions



Engagement

Developed expansion strategy across multiple geographies in the **IoT** segment



SGA approach

- ① Conducted company profiling and benchmarking of more than **30 mobile network** operators across the globe with respect to spectrum holdings, M&As and collaboration, and expansion strategies
- ① Identified trends of **IoT** and **M2M** communication usage across various industry verticals
- ① Organized marketplace discussions with **15-20 key experts** in the **M2M** communications segment across six continents to develop an in-depth understanding of the industry landscape, as well as identify attributes of various players in accordance to the scope of the client
- ① Conducted market sizing of the global IoT market with respect to the type of licensing, bandwidth of operation, type of technology and industry of operation
- ① Shortlisted prospective partners that could help the client in expanding across target geographies