

## CLIENT

US-based technology network performance and application management service provider

## BUSINESS SITUATION

- To assess the market demand for infrastructure management services across target geographies
- To study the consumer behavior towards product selection
- Analyze the market landscape including competition

## 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

Market assessment of **network optimization solution** across multiple countries



### SGA approach

- ① Conducted **60 in-depth interviews** with software solution providers to analyze the market dynamics, key trends, product offerings (**SDN, SD-WAN, SDN, network testing solutions, reliable network solution**), and distribution structure
- ① Surveyed **1,000+** customers across multiple countries to understand the buying behavior, preferences, challenges and spending pattern
- ① Identify market opportunity size across countries using **exhaustive desk research** and both demand & supply side primary inputs
- ① Performed a comparative analysis of **key solution providers** and constructed a benchmarking model across key parameters