



# Expansion strategy in the M2M and IoT networks

## Client

A leading mobile network operator.

## Business Situation

- The client wanted to expand their operations in mature markets such as Europe and Americas, 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

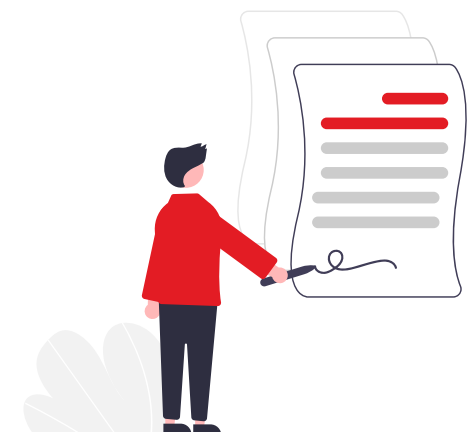
- Delivered actionable insights on market size, market segmentation, market dynamics, and key players operating in the market.
- Provided insights on customer preference toward software solutions.
- Provided recommendations on preferred modules, and features to address consumers' concerns while retaining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

## Engagement

Developed expansion strategies across multiple geographies in the IoT segment.

## SGA Approach

- 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.
- Identified trends of IoT and M2M communication usage across various industry verticals.
- 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 with the scope of the client.
- 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.
- Shortlisted prospective partners that could help the client in expanding across target geographies.



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