

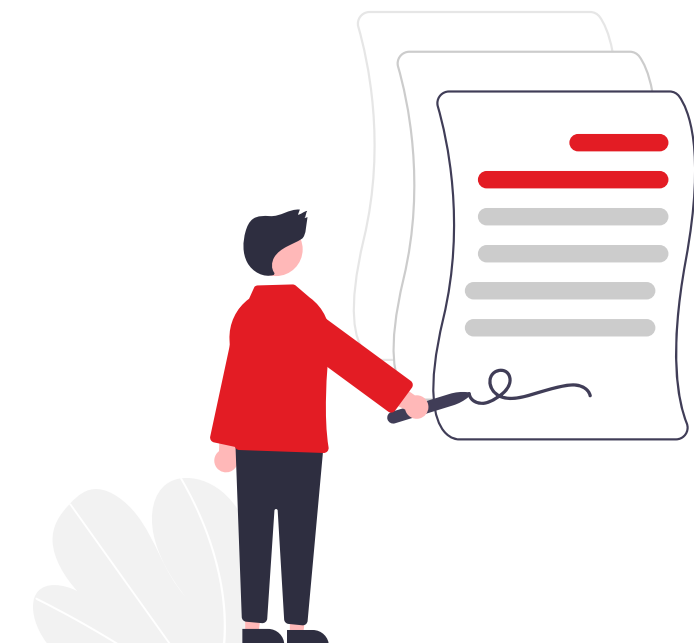
# Estimating UK's communications market size to identify the next growth category

## Business Situation

- Our client wanted to identify future growth segments in the market that the portfolio company could target and expand into, using its existing setup.
- We looked at the communications market size by application (financial services, enterprises, healthcare, and government) and by technology (routing, recording, and analytics).

## SGA Support

- Conducted an exhaustive secondary research to understand the communication market including market size, product segmentation (by application and technology), pricing etc.
- Held 50+ marketplace discussions with stakeholders and industry experts to understand the industry value chain and the potential market for the client.
- Created a flexible excel-based, easy-to-use interface with interactive dashboard that allows the user to modify input parameters and see changes in corresponding output.
- Prepared a dynamic excel-based model, across applications (financial services, enterprises, healthcare, and government), and by technologies (routing, recording, and analytics).



To know more about our Investment Research Services write to us on [investmentresearch@sganalytics.com](mailto:investmentresearch@sganalytics.com) or contact us on **+1 315 503 4760**