

Market Share growth in Emerging Market

Client: Global Technology Firm

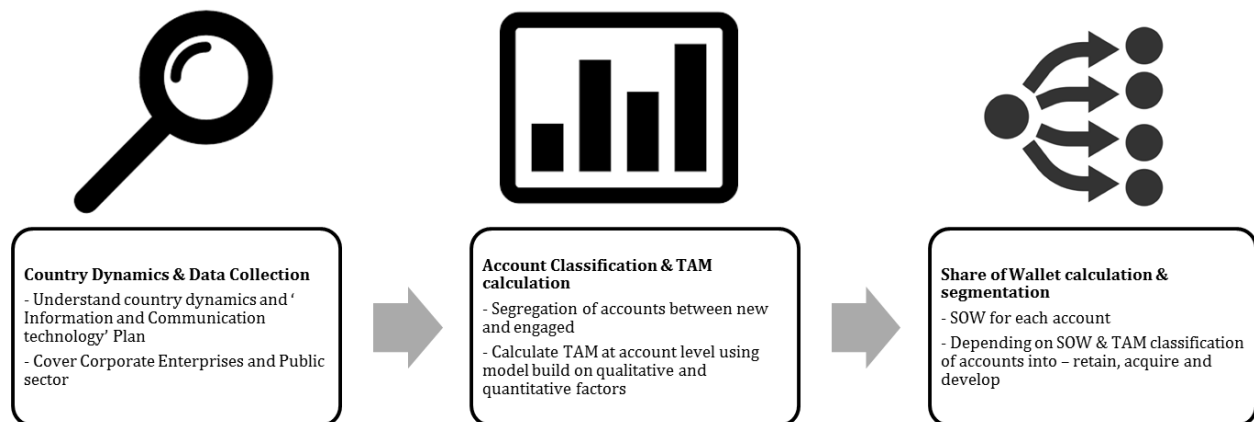
Business Background

For most major global technology firms, there is an increasing focus on expanding the revenue coverage in emerging markets. This is achieved mostly by focusing on corporate enterprise and public segment. Identification and evaluation of prospective customers is the primary activity in such strategies

Problem Statement

Model and estimate the Total Addressable Market (TAM) at a customer account level and identify incremental revenue opportunity within the country

Analytical Approach



Results and Recommendations

This model helps identify revenue opportunity for the country using a bottom to up approach, making it more precise and reliable, Results from this analysis gives the company a segmented list of customers to acquire and develop, helping them build focused strategy to increase market share in the emerging economy. With such targeted sales, a company can expect an overall increase in SOW of about 2-3% in commercial and public sector.