

Customer Segmentation for Leading International Software Vendor

Business Challenge

The client required market information and intelligence to build a detailed customer segmentation strategy for Russia. In order to comprehend the current IT market situation and future growth patterns, it needed to build up a detailed map of its addressable markets, and gain insight into both customers' and competitors' current positions and strategies.

The aim of this study was to provide the client with the following information:

- Analysis of overall IT developments, as well as key trends and opportunities
- Identification of IT infrastructures, software platforms, and business solutions across multiple industry sectors
- Segmentation of technology and customers spending combined with cluster analysis

The Solution

The custom research project provided the client with a range of benefits supporting both strategy development and execution. Access to both in-depth information and IDC advisory services on the Russian IT market enabled the client to make fact-based strategy decisions internally while at the same time supporting the execution of external sales and marketing campaigns. The major benefits of the proposed project included:

- Validation of the client's internal customer segmentation
- Identification of market opportunities (sweet spots) across customer segments
- Identification of market opportunities across product markets
- Tailoring of sales messages to individual customer segments/supporting internal sales strategy
- Enablement of proper internal business planning
- Facilitation of discussions with prospective clients and partners