
Case

Study

Contact Information

Keith LaVangie
Sales Manager
+781.616.2100
keith_lavangie@infotrends.com

Evaluation of the Market Helps Company Build Strategy to Expand Offerings

Business Issue: A company that provides customized and packaged services to help its graphic communications customers grow their digital print volume was in the process of expanding its offerings. The organization sought counsel on the most appropriate actions in developing strategies based on comparisons with the competition's programs and through graphic communication provider's requirements. The company wished to expand its role as a leader in the production professional services space in relation to business development services, operational workflow services, and application services.

The Solution: As part of the project, InfoTrends leveraged its existing research with graphic communication service providers that relate to the new strategies those service providers are undertaking to support changing market dynamics. InfoTrends also conducted primary research with vendors through phone discussions to fill any gaps from secondary sources. In addition, InfoTrends administered a Web-based structured survey with a range of graphic communication service providers to allow for the production of various deliverables including a more robust overall sizing and forecast outlook exercise and a needs, requirements, and opportunity analysis for the company.

The Results: InfoTrends analyzed all of the desk and primary research to provide the company with an outline of a proposed roadmap for its professional services. The document provided detailed insight into the company's marketing development, promotion, and go to market aspects of these services. This included advice on how to best structure its programs and how to build awareness for not only the existing customer base, but also for prospects to highlight the benefits of the value adds tied to purchasing the company's equipment and software.

The recommendations were based on competitors' strategies, best practices, graphic communication providers' requirements, and their receptivity to billable services aimed to help their business grow. The project deliverables included a detailed white paper with all of the data, findings, analysis, and recommendations as well as an Executive Summary style Power Point presentation that communicated the higher level findings and recommendations.

Getting Started

For more information about InfoTrends' project capabilities and how we can help you, please contact Keith LaVangie at 781-616-2100 x 132 or by e-mail at keith_lavangie@infotrends.com.