

CIS Case Studies: Competitor Monitoring – Telecoms

Benefit to Client:

A continuous understanding of key European competitors' activities and strategies in various product categories.

Client Need:

Our client required timely and relevant insight into the current and future competitive landscape for twelve communication solutions in the EMEA region.

Approach:

CIS conducted ongoing monitoring and analysis of 8 European competitors covering a variety of areas including:

- Changes in organization structure/regional reporting lines
- New key areas of focus and investment according to product and geography
- Changes in key personnel
- Key product launches and R&D focus
- Expansion strategy (organic vs. acquisition based)
- Scenario analysis on rumoured changes in competitive landscape
- Future strategy

Methodology: Secondary intelligence gathering, telephone-based primary intelligence gathering, competitor analysis, quarterly news updates, weekly newsflashes, Strategic SWOT Analysis, Four Corners Analysis, 'So What' Analysis

Solution:

Utilizing the intelligence gathered, CIS was able to provide the client with recommendations and conclusions with regards to:

- Competitor product and geographic focus
- Timeline for key product launches and innovation
- Key personnel influencing competitor strategy and regional operations
- Competitor reaction to anticipated market trends
- Competitor future strategy and key areas of future threat to client
- Likely M&A activity

For more information about CIS' services please contact us at one of our global offices:

Global HQ: European Office
London, UK
+44 20 8832 7905
europa@cianalysis.com

US HQ: East Coast US Office
New Jersey, US
+1 973-440-6906
us@cianalysis.com

Asia Office
Beijing, China
+86 10 65 62 90 95
asia@cianalysis.com