

CIS Case Studies: Product & Service Benchmarking – IT

Benefit to Client:

In-depth understanding of a #1 competitor's product and service offering in a specific product area. Identification of key strengths and weaknesses in client's own offering vs. the competition.

Client Need:

Prior to the launch of a new product our competitor required an in-depth understanding of its leading competitor's capabilities and claims within the same product segment in order to best utilize its post launch sales and marketing efforts.

Approach:

CIS conducted an in-depth assessment of the competitor's product and service offering:

- Product specs
- Service offering by client size
- Vertical focus
- Capacity
- Pricing and discounting strategy
- Sales process
- Claimed USPs and messaging

Methodology: Secondary intelligence gathering, telephone-based primary intelligence, mystery shopping, product differentiation analysis

Solution:

Utilizing the intelligence gathered, CIS was able to provide the client with the following:

- Benchmarking of client vs. competitor product and service offering
- Pricing benchmark
- Battle cards for client sales teams based on competitor sales process and claims
- Competitor key strengths and weaknesses
- Likely future strategy and key areas of future threat to client

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