

Situation: The client was an internet security firm, having government as its major client, but they were unable to effectively break into commercial internet security market, the client had good functional expertise required for the job, but needed information about how the commercial market is organised, who are their major competitors in this industry, and are there any hardware/software firms that they could partner with so as to gain a foothold in the commercial market.

Knowledgefaber's mission was to conduct an industry review to identify the strategic steps required for improving performance in commercial internet security area.

Process, Insight and Advice: The starting point of Knowledgefaber was gathering, interpreting and collating data related to their potential competitors, clients and channel partners in order to develop a richer understanding of this market. Top competitors were studied for their service offerings, clients they are serving, and capabilities in internet security domain. This information was then analyzed in order to understand the overall market situation and their relative standing with respect to our client. Top six clients were identified who are using these services, along with their buying patterns, preferences, goals, and demands.

In next step channel partners were identified whose services complement clients existing services offerings. Building on the market research, we performed a value-creation diagnosis of all the service offerings provided by the client.