



How one of the largest global telecommunications providers clearly defined and successfully presented its offering to small and medium-sized enterprises

Sized the target market, evaluated the competition, defined unique positioning and focused messaging efforts on the most receptive target audience segments.

Most companies are classed as small to medium-enterprises (SMEs)—representing tremendous and dynamic opportunities for private cloud services yet SMEs are often hard to reach and engage.

Omdia was sought out and engaged by one of the largest telecommunications service providers globally to help more completely understand the SME market landscape for private cloud offerings. The client project objectives included an assessment of the constraints, evaluation of customer adoption factors and determination and deployment of differentiated value proposition.

The existing client offering for SMEs required independent rationalization and research-based recommendations for enhancement as well as expert-generated guidance for developing new go-to-market and channel strategies. To meet the challenge, the firm needed the advisory capacity of partner that comprehends the complexities of the cloud, the ecosystems of enterprise IT and the totality of the telecommunications service provider landscape.

Only with Omdia

Having assisted the client with custom secure-voice market sizing previously and serving the client consistently with syndicated research in addition to industry-acknowledged cloud and SME research made Omdia the only choice.

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Value delivered

Four main project deliverables that helped the client to overachieve included:

- 1 **Market Overview Analysis.** An in-depth investigation and robust analysis of the key private cloud trends and vertical segmentation for the SME market set the stage.
- 2 **Competitive Insights.** Evaluation of six leading SME private-cloud competitive profiles revealed actionable insights.
- 3 **Best-Practice Case Studies.** Creation and examination real-world case studies, drawn from direct competitors and a wider range of SME cloud service providers, afforded a valuable benchmark of the market.
- 4 **Go-To-Market Strategy Assessment.** A proactive and prescriptive evaluation of the client-proposed SME offering mapped value proposition segmentation and messaging, addressing SME objectives and challenges in addition to competitive products.

Overachieving with Omdia

Armed with custom research and deep domain insights, the client engaged new business in the space with converged and on-point targeted messaging to the targeted SME audiences and segments.

From the cloud to the consumer. Connect now.

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Omdia is a purpose-driven, technology-centric consulting partner that help you drive top and bottom-line growth through improved market strategy, product investments, and go-to-market effectiveness—all while amplifying your positioning across the technology, media and telecommunications universe.

Omdia is connecting the dots, revealing risk, identifying business opportunities, rethinking business practices, and delivering the diligence that goes into tactical and strategic decisions of any scale.

Connect now for client-tested, industry-proven consulting methodologies that deliver the value to help you overachieve.