USD 60 MN OPPORTUNITY

IN NEW/UPCOMING APPLICATIONS AND
USD 200 MN OPPORTUNITY IN EXISTING ONES

MARKETSANDMARKETS™

Client's Goals

Our client, a top security solution provider globally, engaged Markets and Markets to increase its revenues. We defined and solved a series of problems for the client and offered in-depth market intelligence. Two of the key problems solved were

- Understanding of potential for high-performance KVM switches in mission-critical control centres globally.
- Competitive intelligence on companies operating in KVM switches with more than 24 ports across verticals such as media, education, finance, government, healthcare, hospitality, manufacturing, oil and gas, and transportation.
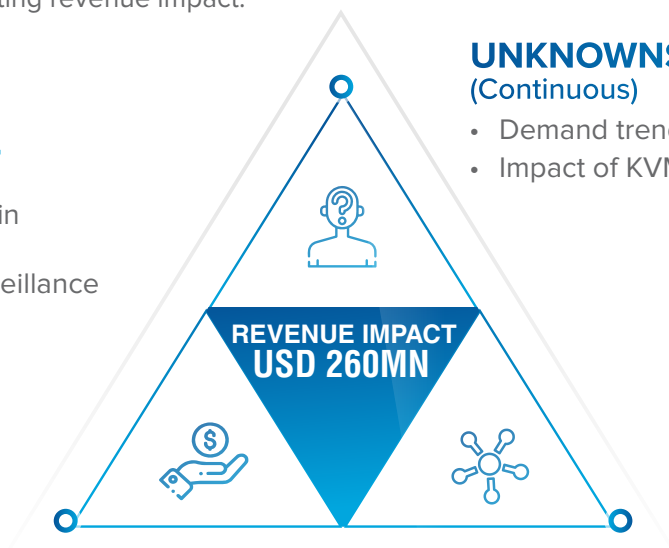
Our Approach

In the engagement model, our client services team worked with the client's team and our analysts to define a road map to meet client's goals. Team of analysts helped in identifying underlying causes of revenues shifts in their client's and client's clients' businesses and studying the interconnected ecosystems to surface all unknown unknowns (potential blindspots). Client was given access to market intelligence on interconnected ecosystem of client's clients and their clients in KnowledgeStore™, our AI-driven market intelligence SAAS platform.

Analyst hours were used to identify potential segments such as Wireless extenders, Cloud-based KVMs, future of 8K resolution KVM and target markets which the client can focus on. Analysts further identified the potential use cases like Defense Control Rooms, Broadcast/Media, Public Safety, and Traffic Control Rooms for such segments. Based on our insights, special emphasis was given on mining application since it is an upcoming market with a high degree of innovation and relatively lower competition. Both Surface and underground mining were explored for market potential and evaluated based on multiple macro & micro indicators. This information was further leveraged by client services team for generating revenue impact.

UNKNOWNS
(Continuous)
- Demand trends for Digital KVM Switch
- Impact of KVM at Airport Automation

REVENUE SHIFT
- Increasing security in transportations
- Rising defense surveillance needs

REVENUE IMPACT
USD 260MN

INTERCONNECTIONS
(Y/YC/YCC)
- Remote Towers
- Security Control Room

REVENUE SHIFTS IDENTIFIED
Increasing security in transportations was observed to be a primary driver of revenue sources in the ecosystem. Also, rising defense surveillance needs was identified to impact the revenue streams.

INTERCONNECTIONS
The client gained deeper insights into remote towers, and security control room through our engagement.

UNKNOWNS IDENTIFIED
Changing demand trends for digital KVM switch, and KVM at airport automation were tracked and a comprehensive view was offered to the client.

Revenue Impact

Our engagement helped the client to discover market potential of USD 200 Million in their existing applications while USD 60 Million in newer/upcoming applications within 3 years.

USD 200 MILLION

NEWER APPLICATIONS
USD 60 MILLION