INTELLIGENCE ON EMERGING OPPORTUNITIES SPECIFIC TO INSTALLED CUSTOMER BASE

- DEEP DIVE INTO NEWER APPLICATIONS/USE-CASES THAT IMPACTS YOUR INSTALLED BASE
- CREATE COMPELLING BUSINESS CASES THAT YOUR SOLUTIONS CAN ENABLE
- IDENTIFY NEW PRODUCT DEVELOPMENT OPPORTUNITY FOR EXISTING CUSTOMERS
- IDENTIFY END OF THE LIFECYCLE OPPORTUNITIES FOR YOUR CUSTOMERS THROUGH YOUR SOLUTIONS
- PITCH YOUR CUSTOMER’S GROWTH BACKED BY YOUR PRODUCTS/SOLUTIONS

NEED GAP ANALYSIS (YC)
- Pain point assessment
- VOC

SWOT ANALYSIS
- Strength
- Weakness
- Opportunities
- Threats

PRODUCT/SOLUTIONS FIT
- Product market testing
- Product competition & fit assessment

COMPETITION
- Alternatives assessment
- Competitive differentiation

EMERGING DEMAND (YCC)
- Emerging segments
- High growth applications
- Disruptions & innovations

CUSTOMER INTELLIGENCE

DISRUPTIONS IN DEMAND & SUPPLY ECOSYSTEM

DEEP DIVE INTO NEWER APPLICATIONS/USE-CASES THAT IMPACTS YOUR INSTALLED BASE

CREATE COMPELLING BUSINESS CASES THAT YOUR SOLUTIONS CAN ENABLE

IDENTIFY NEW PRODUCT DEVELOPMENT OPPORTUNITY FOR EXISTING CUSTOMERS

IDENTIFY END OF THE LIFECYCLE OPPORTUNITIES FOR YOUR CUSTOMERS THROUGH YOUR SOLUTIONS

PITCH YOUR CUSTOMER’S GROWTH BACKED BY YOUR PRODUCTS/SOLUTIONS