
CASE STUDY #9: COMPETITIVE ANALYSIS AND EVALUATION

CLIENT: Information Technology Consulting / Information Technology

LOCATION: New Jersey

TIMELINE: 2014 (Four Weeks)

Challenge: Understand market and determine growth options within the federal government IT discipline.

Project: Provide research details related to historic spend and competitive landscape within the federal government markets; to include relevant key word/terms searches based on product/service offerings, provide projections opportunities and purchasing trends.

Results: Uncovered, validated and reported significant historic (>\$300M) and projected (>\$900M) spend opportunities within the IT discipline across the federal government enterprise through direct contracts and GSA schedules and vehicles over three fiscal years (FY12-FY14). Determined key departments/agencies with company's relevant core offerings for primary, secondary targets, and priority areas to build the strategic action plan. Client used information to enhance internal strategic/business development plans, make introductions, set appointments/meetings, and infiltrate the organizations to pursue relevant opportunities.