



Client Case Study

## ISV Market Analysis

### Study area:

ISVs in Asia Market

### Country coverage:

Australia, China, Hong Kong, India, Indonesia, Korea, Malaysia, New Zealand, Singapore, Taiwan, and Thailand

### Industry coverage:

Banking, Insurance, Securities, Healthcare, Education, Government, Transportation & Travel, Telecom, Process Manufacturing, Discrete Manufacturing, Retail, Wholesale, Oil & Gas, Resources

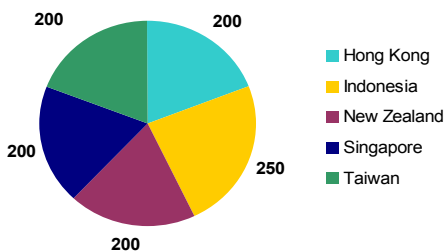
### Background: Multinational information technology corporation established in market leadership

As one of the world's largest information technology corporations, the international presence our client has established includes a technology product portfolio in fields such as computing, software, and IT services. It has achieved continued growth in the Asian market and has been maintaining a leadership position in various technology sectors.

### Business need: Understanding the general market and corporate strategy of key ISVs in Asia

Independent Software Vendors (ISVs) and System Integrators (SIs) and their value nets represent a vital customer-facing channel for IT solution sales in Asia. Their influence spans enterprises of all sizes across every vertical market. As a result, IT vendors are increasingly courting these players as a conduit into the enterprise for hardware, software and services sales. The first step in effectively targeting this channel is to understand the positioning, background, business models, partners and mindset of the diverse network of ISVs and SIs throughout the region. The client required a thorough research and analysis to better understand the leading ISVs by industry segment along with who were the leaders in each specific solution category so that it could better target this audience.

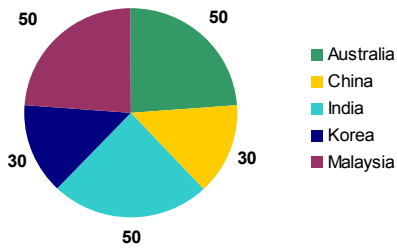
### Primary Research Surveys



### Solution: Comprehensive market survey to identify key ISVs/SIs to approach

Springboard deployed a two-pronged strategy to obtain the requisite information in the most efficient and cost-effective manner possible: a desk research approach and a comprehensive survey approach. Four primary phases were integral for both approach. The first phase deployed secondary research techniques to develop a starting point of information to map against the client's required outputs. In the second phase, Springboard executed on an extensive primary research project to survey companies in the selected industries and to better understand what ISVs they were using for their specific needs.

### Secondary Research Contacts



Over 1,750 primary research interviews were conducted across the industries and countries covered in this project. After the key ISVs and SIs in each industry and solution category were identified, Springboard proceeded with extensive secondary research along with targeted interviews of executives in these ISVs and SIs to better understand these companies. Finally, Springboard delivered the final results and recommendations.

### **Business value: Independent map of leading ISVs/SIs provided to elevate partnering strategies and revenue**

Statistically-sound maps of leading ISVs and SIs across 11 countries and 12 vertical industries were provided to the client. These results were vital because they were independent and helped the client cut through legacy relationships and biased influences that were coming from the field. In the process, new partners were identified and relationships with existing partners have been strengthened. The end results were that the client was able to strengthen its Asian partner ecosystem and increase its revenue through its solution provider network in the region.