



Client Case Study

## Win-Loss Tracking

### Study area:

Win-Loss Tracking

### Country coverage:

Australia, China,  
Hong Kong, India,  
Korea, Japan,  
Malaysia, and  
Singapore, and  
Taiwan

### Industry coverage:

IT Industry

### Background: Computer technology company with global success

The client is one of the largest information technology companies in the world whose roots can be traced back to the beginning of the IT industry. Perhaps the world's most diversified IT vendor, its business centers around the manufacturing and selling of computer hardware, software, infrastructure services, hosting services and consulting services which are aimed at customers across a span of industries.

### Business need: Market intelligence support to better strategize competitive go-to-market solutions

In Asia's highly competitive IT market, competition for key deals and strategic customers is fierce and the trend line points to ward more aggressive competition in the years ahead. Although our client and its competition often perform analyses after major deals are awarded, these analyses are often incomplete and biased due to their internally-oriented production. The client was seeking market intelligence support that will enable it to deepen its analysis of deals that were won or lost, and consequently adjust its go-to-market approach to counter competitive actions and positioning.

### Solution: Ongoing competitive tracking

Springboard researched key project wins and losses to better understand and analyze each project. Specifically for this study, the client required an ongoing market intelligence of which the key objectives were:

- To identify the key factors leading to successful and unsuccessful competitive bids in the Asia-Pacific region.
- To evaluate the reasons behind the client's successful or unsuccessful competitive bids versus primary competitors within key IT market sectors (Hardware, Software, & Services) and to identify the key factors in each of these markets.

- To identify the salient customer feedback points in competitive bids and the major themes that emerged by market and competitor.

Dealing with a research of this nature, the rules of engagement in terms of respondent confidentiality and the usage of the results had to be set prior to the scheduling of primary research interviews. It was necessary to inform the clients about these rules beforehand to avoid complication of the recruiting process and limitation of responses. This will also ensure that the relationship between our client and their customers will remain intact.

This project was delivered on a quarterly basis to the client so that it could see the evolution of its performance and feedback in specific technology areas, countries, and versus key competitors.