



Client Case Study

Global IP Services

Study area:

IP Networking
Technologies

Country coverage:

Austria, Canada,
China, France,
Germany, India, Italy,
Japan, Korea,
Malaysia, Russia,
Singapore, Spain,
Taiwan, UK, US

Industry coverage:

Financial Services,
Healthcare, Retail,
Manufacturing,
Education, and
Government

Background: Worldwide leader in networking for the Internet

The client has made rapid progress in establishing itself as the worldwide leader in networking for the Internet. Besides being a leader in the market in the development of Internet Protocol (IP) based networking technologies, the client is also at the forefront of multiple areas in the telecommunications industry such as routing and switching, unified communications, wireless and security. Equipped with these competencies, the client is posed as a dominant player in influencing the future orientation of global communication.

Business need: Understanding the market to extend IP capabilities

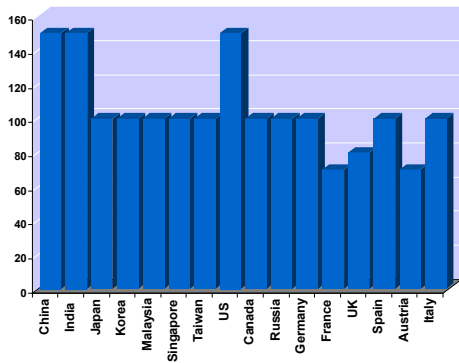
In effort to push its market lead forward, the client was looking to enhance its core competency in the area of IP technologies. As such, it needed to gain a better understanding of how corporations were approaching IP technologies and services which will subsequently guide them into developing future plans for implementing these technologies.

Solution: Global in-depth survey across key vertical industries

As a foundation, the client required a detailed study of the market for IP-enabled Managed Services. Springboard's expertise in executing on primary research projects for the IT industry provided the client the market research they could leverage on to further develop their own portfolio of IP services in their focused target segments.

We conducted primary research interviews over the phone in each country's local language with key stakeholders responsible or involved in the IT decisions of their organizations. This survey cut across several key vertical industries – Financial Services, Healthcare, Retail, Manufacturing, Education, and Government.

Total Interviews Conducted



Prior to the interviews, accuracy of response was enforced by Springboard through comprehensive interviewer training and a pilot phase to familiarize the interviewers with the process. The comprehensive delivery of results that impressed our client led to an extension of the study from Asia to include countries in North America and Europe.

Business value: Enhanced strategic planning in the development of IP Technologies

The study results provided the client with a detailed view of the emerging managed services trend across the world. Equipped with this information, the client was able to pinpoint the most promising opportunities and address this emerging market.