



Client Case Study

Understanding Higher IT Education in Asia

Study area:

Higher IT Education in Asia

Country coverage:

Australia, India, Indonesia, Korea, Malaysia, New Zealand, Philippines, Singapore, Thailand, Vietnam

Industry coverage:

Education

Background: Worldwide leader in software, services and solutions

The client is a multinational computer technology corporation that has worldwide presence as a leader in software, services and solutions. Their strong influence has been on an ongoing expansion into new geographical areas and industries with constant innovation of new products and services that meet and create market demands.

Business need: Market intelligence on IT in Asia's education industry

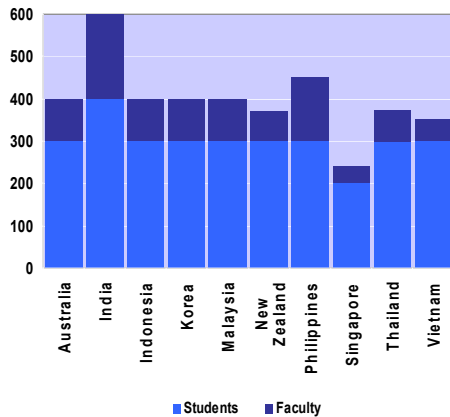
The world's leading software developers of tomorrow can be found in thousands of colleges and universities across the Asia/Pacific region. Any strategy to influence software developers globally is incomplete without a focus on this vital community. Nevertheless, few studies have been conducted that provide a comprehensive view of this sector or how to influence it. As a result, the client was seeking custom market intelligence in order to improve its understanding of this sector and strengthen its strategic positioning with Asian software developers.

Solution: Identify and analyze trends from data provided by software end-users

The research built on a project Springboard conducted for the client in 2004, so that in comparison, market trends can be identified. The key objectives of the research were:

- To identify the primary higher IT education dynamics in each Asian country.
- To identify the primary operating systems, programming languages and developmental tools used by this community.
- To determine the prevalence of the various IT certifications within this sector and assess how students and faculty view them.

Total Interviews Conducted



Before embarking on the fieldwork, Springboard conducted a two days training course for the interviewers to ensure that they are familiar and comfortable with the interview guide and process. A hybrid telephone and web-based survey approach in addition to an online and intercept interview approach were utilized as tools of the fieldwork process.

For faculty interviews, we conducted telephone interviews either in English or each market's local language. On the other hand, we adopted a combination of online and an intercept interview approach for the student sample. The online interviews comprised about 75% of the total responses from students while the intercept approach comprised about 25%.

The results were analyzed and compared against 2004 results. Subsequently, market trends were identified and key areas of opportunity were presented to the client.

Business value: Enhanced standing in Asian higher IT education sector

The study results equipped the client with a more precise view of its standing in each Asian market, and identified its key competition. With this information, the customer was able to pinpoint areas for improvement by country, product and market segment in order to make improvements. The study was therefore able to be fed directly into the client's go-to-market plans which helped it make the best use of its resources to address key improvement areas. In doing so, it elevated its market share, revenue from the education segment and customer satisfaction.