

'Server Tracker' Case Study

Problem

Approach

Solution

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Problem

- A leading multinational software firm required ongoing monitoring of several of its offerings among its Canadian business clients, to assess demand, and identify emerging trends and usage patterns.
- Because several of this company's products were generally used in concert with each other, often alongside competitive products, its clients had a wide range of different system configurations, which changed in accordance with evolving business requirements.
- This variation among category user groups created a complex, dynamic market, in which deciphering customer needs was often difficult.

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Approach

- TNS Canadian Facts, on the basis of its data collection expertise, and its data interpretation and analysis proficiency was contracted to conduct an annual telephone tracking program.
- Senior IT professionals with responsibility for IT decision-making relevant to the software firm's products were interviewed by specially trained senior interviewers. These extensive interviews acquired metrics on software penetration, market share, share of use, and numerous other characteristics of their firm's software needs and usage behaviour.
- The sample design utilized ensured that separate analyses of different user groups, and businesses with arrange of employee sizes would be supported.

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- TNS Canadian Facts not only accurately described the Canadian market for this software product, both in terms of quantitative market measurements and customer usage patterns, but also provided accurate market demand projections and strategic direction for future product positioning.