

# Multi-country analysis to assess market opportunity

## Client

A US-based technology network performance and application management service provider.

## Business Situation

- To assess the market demand for infrastructure management services across target geographies.
- To study the consumer behavior toward product selection.
- To analyze the market landscape including competition.

## Benefits and Outcomes of Our Engagement

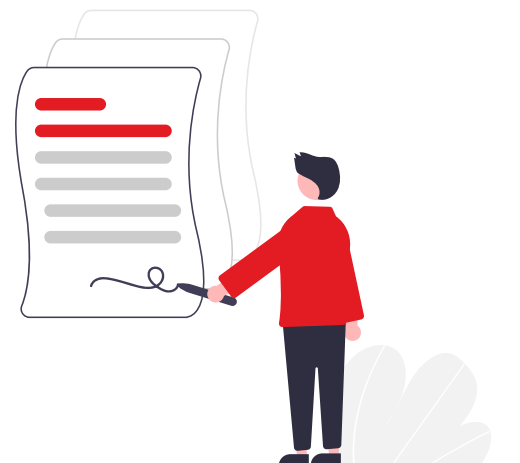
- Delivered actionable insights on market size, market segmentation, market dynamics, and key players operating in the market.
- Provided insights on customer preference toward software solutions.
- Provided recommendations on preferred modules and features to address consumers' concerns while retaining customer satisfaction.

## Engagement

Market assessment of network optimization solutions across multiple countries.

## SGA Approach

- Conducted 60 in-depth interviews with software solution providers to analyze the market dynamics, key trends, product offerings (SDN, SD-WAN, SDN, network testing solutions, reliable network solution), and distribution structure.
- Surveyed 1,000+ customers across multiple countries to understand the buying behavior, preferences, challenges, and spending pattern.
- Identify market opportunity size across countries using exhaustive desk research and both demand and supply-side primary inputs.
- Performed a comparative analysis of key solution providers and constructed a benchmarking model across key parameters.



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