

Market Analysis and Sales Model Considerations

IP Leader: Paul Vinogradov | Project Leader: Jamie Riley

The Situation



A London-based cloud software company engaged the Alexander

Group to understand the market opportunity and considerations for sales force expansion into Germany.

Sales leadership desired to understand the Total Available Market (TAM) for their offerings, and to gain insights on sales investment and coverage model considerations for board-level review to inform their market expansion plans.

The Challenge

The client had established a strong and fast growing business in the U.K. market but was uncertain how well this success would transfer to the market of Germany where market conditions differ with respect to cloud adoption, data security and privacy. The leadership wanted to quantify the overall potential in Germany, as well as the opportunity by vertical, company size and geographic area. They also desired an understanding of market conditions to inform their expansion strategy and roadmap.

The Solution

Working in close collaboration with the client's sales strategy and operations team, Alexander Group (AGI) evaluated sources for market data, guided the acquisition of data and developed a dynamic model to analyze the German market opportunity. Running the model produced specific strategic guidance to prioritize the segments and markets for expansion focus. AGI also provided direction on sales strategy, messaging and deployment to ensure the greatest likelihood of success.

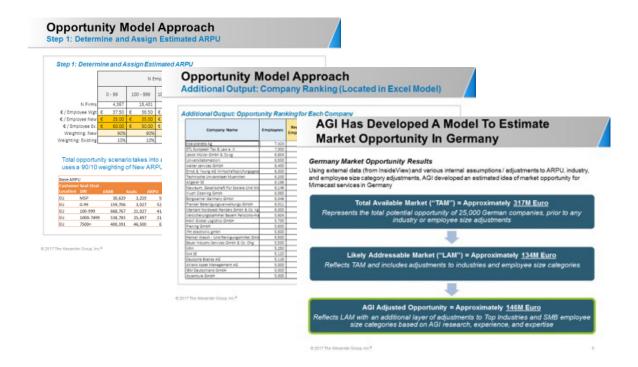
The Benefit

Upon review, the software company's board approved the German market expansion plans and is in the final stages of preparing for market entry. The AGI modeling and recommendations provided the necessary quantification and guidance to move forward with confidence.



Scoring Model Development:

Creation of model based on third party data, client information and AGI expertise



Executive Recommendations:

Specific strategic advice on geographic and deployment approach

