

PROJECT CASE STUDY

Driving Growth: Identifying and Qualifying Revenue Opportunities

Empowering client sales teams with use case based sales opportunities

Q4 2024



TecFutures

CUSTOM RESEARCH ANALYSIS ADVISORY

Revenue Growth Imperative

A major European Mobile Network Operator (MNO) active in the global IoT connectivity market, aiming to enhance growth, market share and improve competitive positioning in the enterprise IoT segment

The client faced challenges in achieving sustained revenue growth for new IoT connectivity business deals due to the following factors:

1. Sales Focus and Strategy

- Historically, the sales approach was reactive, relying on incoming leads
- Sales efforts primarily targeted major accounts, while mid-size enterprises were on the radar but not actioned.

2. Sales Capability Gaps

- The sales team wanted to improve proactive engagement the mid-size enterprise IoT market
- Challenges existed in qualifying opportunities for revenue potential and identifying decision-makers within target organizations.

3. Competitive Pressures

- Competitors were actively identifying and capturing new opportunities, gaining dominance in the IoT connectivity market.
- This trend negatively impacted the client's **competitive positioning** and market share.

Key Needs Identified

1. Enabling Proactive Sales Transformation

- Shift from a reactive to a proactive sales approach focused on high-value opportunities.
- Develop a targeted strategy to engage the mid-size enterprise market while continuing to address larger business opportunities.

2. Enhancing Sales Support

- Support in identifying, qualifying, and prioritizing potential customers based on revenue potential and strategic value.
- Assistance in finding key contacts and decision-makers within target accounts.

3. Achieving Greater Market Competitiveness

- Address the competitive gap by rapidly identifying new opportunities and improving the client's position in the IoT connectivity landscape.

TecFutures Solution

TecFutures implemented a three-stage project framework, ensuring close collaboration with the client team throughout the assignment.

Stage 1

- Define the ideal business customer profile
- Target high growth verticals
- Comprehensive use case search using iterative methodologies
- Creation of master list of potential use cases

Stage 2

- Develop a structured use case analysis and filter process
- Creation of priority list of target use cases
- Evaluate against key criteria
- Target market analysis
- Finalize highest priority use cases

Stage 3

- Identify manufactures and review their product portfolio
- Analyse and prioritise manufacturers
- Identify key prospects in those manufacturers
- Develop sales enablement materials

Actionable Outcomes

Clarifying Complex Challenges

Through our proven methodology, we worked with the client strategy team to refine their problem statement. By distilling the core issues, we created a focused framework that allowed them to address specific sales and management challenges with precision.

Building a Scalable Sales Pipeline

Leveraging actionable insights and targeted strategies, the team transformed initial conversations into structured, high-potential sales discussions.

Uncovering Untapped Revenue

By identifying high-potential vertical markets and emerging B2B2C opportunities, we unlocked new avenues for revenue growth

Driving Actionable Insights

This tailored approach delivered more than solutions; it provided the client with a roadmap to drive rapid revenue growth.

Why TecFutures

Transform your challenges into growth with expert insights and agile, tailored engagements.

Flexible support to accelerate growth

Strategic projects or monthly retainer – you choose.

Reach out to TecFutures to learn more.

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CASE STUDY

1

Senior Consulting Director Experience

Experience from the worlds leading analyst firms – including Analysys Mason, Informa, Gartner, IDC, KPMG, and The Economist Group

2

TecFutures is a different type of 'boutique' research and market strategy business

With a unique combination of tailored flexibility and research-driven insights, we are geared to support our clients growth with speed and agility

3

Flexible engagement model – research based support on your terms

Options for high-impact projects and ongoing monthly retainers—means our clients receive exactly the level of support they need

4

Solutions based completely around the you

TecFutures can be your partner dedicated to actionable, sector-specific guidance, designed to help you adapt swiftly and strategically in the ever-changing telecoms market

5

Delivering transformative value

Our aim is to deliver impact and value in all our engagements – driving our clients' customer engagement, market position and revenue growth

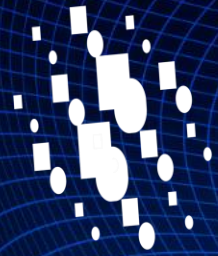
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Telecoms, IoT and the enterprise market opportunity

TecFutures provides client-specific, actionable analysis focused on the telecoms, messaging and IoT sectors, with a particular focus on the enterprise market opportunity



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