



Introducing

# TecFutures

Company Overview

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CUSTOM RESEARCH ANALYSIS ADVISORY



**Helping Clients Build  
Competitive Advantage and  
Revenue Growth with  
Tailored Advisory Solutions**

**TecFutures focusses on the  
business opportunity for global  
technology and telecoms  
ecosystem suppliers, helping  
clients navigate challenges and  
seize new market opportunities.**

**TECHNOLOGY SUPPLIER  
ECOSYSTEMS**

**TecFutures**

**TECHNOLOGY MARKET AND  
ENTERPRISE END USERS**





# WHO WE ARE

TecFutures specializes in helping clients build competitive advantage and revenue growth with tailored market strategy and advisory solutions. We support clients through actionable projects as well as cost effective monthly retainers designed to provide rapid high-impact insight and support, and drive revenue growth in the fast paced telecoms, messaging and IoT markets.



## Research Based Consulting

With our research-based approach, we deliver strategic insights and analysis that articulate the business opportunities awaiting technology suppliers. This involves conducting in-depth surveys and market interviews to understand market dynamics, emerging trends, and competitive landscapes all of which contribute to detailed analysis and market strategies.



## Market Acceleration Framework

Our assignments support your strategic and tactical market growth objectives. We apply our Market Acceleration Framework to help clarify the issues you need to address and to build an actionable set of project objectives that will deliver real commercial advantage.



## Helping Clients Achieve Growth Ambitions

TecFutures Advisory On Demand enables you to engage TecFutures on a simple and cost effective rolling monthly retainer to deliver high impact support over an extended period for ongoing activities.





# WHO WE ARE

Our research-based approach articulates the business opportunity for global telecoms, messaging and IoT ecosystem suppliers, helping you to navigate challenges and seize new digital opportunities.



## **IoT, Messaging, Connectivity, and Related Technologies**

Operating in the wider TMT markets, we specifically look at IoT, messaging, connectivity, and related transformative technologies. We bring a holistic view to the interplay of technology and the development of business advantage.



## **Enterprise and End Customer Focused**

We bring a specific focus on exploring enterprise and end customer motivations, needs, challenges and successes in implementing new transformative technologies. We look at customer – supplier relationships, buying criteria and longer term evolution of enterprise business needs.



## **Client Focused**

TecFutures supports you across the whole range of requirements large and small, building our support around you. We articulate the business opportunity for you, supporting and increasing your understanding of market demand, customer needs, and potential revenue streams associated with new and disruptive digital markets.





# 50 Years of Unparalleled Senior Research Experience

## Andrew Parkin-White Managing Partner

Andrew's goal is to support clients with their revenue growth by helping them to identify and monetize market opportunities. He does this by drawing on extensive experience in telecoms and digital technologies.

Most recently, he has focused on IoT and cellular digital verification. He works with clients to develop research, consulting and go-to-market solutions using a range of approaches and methodologies.

Clients can benefit from his wide-ranging track record with leadership roles in leading analyst firms and consultancies including Analysys Mason, Informa / Ovum and KPMG. Andrew is the former programme director for IoT at MEF



## Phil Todd Managing Partner

Phil is a highly experienced Head of Research working globally across the Communications, Telecoms, Media, and Digital Technology sectors. His aim is to apply sound research design principles to drive client growth and competitive advantage.

Phil has specific experience in TMT product strategy, IoT applications, and technology risk and disruption.

Previously Phil worked at Gartner, The Economist Group, Omdia, and Analysys Mason, managing regional and global research teams. He has also worked as a Board Advisor to the Wall Street Journal CIO Network.







# Who We Work With

We work across the TMT supplier ecosystem and also engage directly with enterprises.

**TecFutures** is a member of the Mobile Ecosystem Forum.





# Understanding Adjacent Technologies

We cover the broader TMT market, while also specifically focusing at IoT, messaging, connectivity, and related transformative technologies





**TecFutures** engages with clients through research-based consulting projects and our **TecFutures Advisory on Demand** service

## CONSULTING PROJECTS

**TecFutures** offers clients confidential single, multi-stage and tracking projects. We collaborate to develop a brief to design and implement research-based assignments, delivering against an agreed schedule and cost. We work in a transparent way providing clear updates, interim analyses and a wide set of potential deliverables.

**TecFutures** has developed the Market Acceleration Framework to help guide discussions with clients and to prioritize project requirements.

## TECFUTURES ADVISORY ON DEMAND

**TecFutures Advisory on Demand** is a simple monthly retainer built around your specific requirements. At the heart of TecFutures On Demand is a guaranteed minimum provision of five days of our expert time every month.

We develop manageable, cost-effective work programs that deliver tangible results month by month.





**A modular framework for Research-based Consulting designed to build on three strategic and tactical areas for commercial success**

# **MARKET ACCELERATION FRAMEWORK**



## **Market and Product Demand**

Helping to drive growth and match product propositions to changing market needs



## **Competitive Response**

Ensuring effective differentiation and innovative market positioning



## **Growth and Expansion**

Developing the strategic building blocks for growth in new and adjacent markets





# TecFutures Advisory On Demand: Unlock Your Business Growth

TecFutures Advisory On Demand is a simple, cost-effective retainer service

## BRING OUR EXPERTISE IN-HOUSE

TecFutures works with you to implement actionable market strategy building blocks:

- ❖ **Deliver higher value to your customers**
- ❖ **Create stronger market differentiation**
- ❖ **Find new revenue opportunities**

## A SIMPLE MONTHLY RETAINER BUILT AROUND YOU

At the heart of **TecFutures Advisory On Demand** is a guaranteed provision of **five days** of our expert time every month.

Add on more days or external research as needed – you choose.

Use this time and resource to build robust market strategies and actionable go-to-market plans.





# Why TecFutures

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

6

## **Telecoms, IoT, messaging, 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

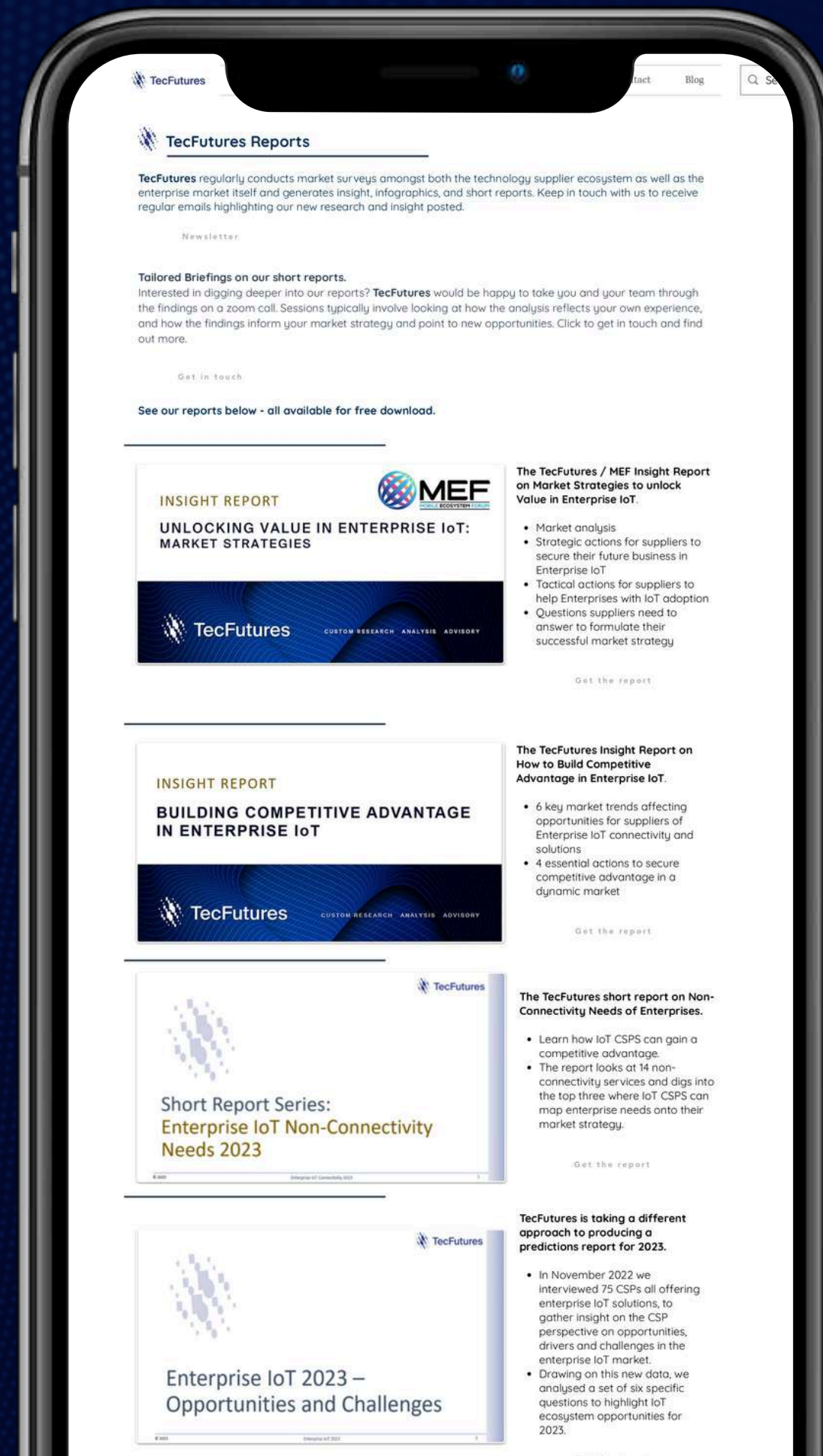




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