

#### 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.

## TECFUTURES ADVISORY ON DEMAND: A COLLABORATIVE APPROACH

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

TecFutures Advisory On Demand:
Designed to deliver high impact for your business in four specific areas



Improve your value proposition with customers

**Enhance** your competitive positioning

**Build** marketing collateral and drive customer engagement

## How do clients use **TecFutures Advisory On Demand** to inform their go-to- market planning.

#### **IDENTIFYING MARKET GROWTH OPPORTUNITIES**

Clients are using **TecFutures Advisory On Demand** to analyze the opportunities and challenges in new market sectors and geographies to help prioritize their go-to-market planning on a rolling basis.

- TecFutures researched a high level view of potential market opportunities followed by more in-depth analysis and recommendation of priority markets.
- This engagement can evolve into an ongoing program of opportunity analysis and feedback to drive business growth

## How do clients use **TecFutures Advisory On Demand** to drive brand awareness and customer engagement

#### **BUILDING ENGAGEMENT AND RECOGNITION**

Clients are using **TecFutures Advisory On Demand** to generate white papers and a series of supporting blog posts and interviews.

- TecFutures created a marketing campaign based around a white paper using original research on an agreed topic that was collaboratively promoted.
- This was followed by a program of single posts all drawing on the same topic and material to extend reach and impact.

## How do clients use **TecFutures Advisory On Demand** to improve their competitive positioning

#### **CUSTOMER INSIGHT**

Clients are using **TecFutures Advisory On Demand** to create a customer feedback program using an online survey and direct interview program.

- TecFutures created a custom research landing page and online survey to gather insight into customer satisfaction, unmet issues, as well as success stories.
- The survey data was supplemented with a subset of direct research interviews to gather deep insight and input for the client product and marketing teams.

## How do clients use **TecFutures Advisory On Demand** to find new customers

#### **DEVELOPING USE CASE SALES OPPORTUNITIES**

Clients are using **TecFutures Advisory On Demand** to develop a revenue growth program that highlights market use cases that match their 'Ideal Opportunity Profile' (IOP).

- TecFutures created a collaborative research-based use case search process to find use cases that matched the client's IOP.
- A matching filtering process was then able to pick high value opportunities for the client strategy and sales organisation to review on a monthly basis.

# ACCELERATE YOUR MARKET GROWTH JOURNEY WITH TECFUTURES ADVISORY ON DEMAND

How TecFutures AdvisoryOn

Demand works



In-depth Discovery Kick off Call to agree priorities

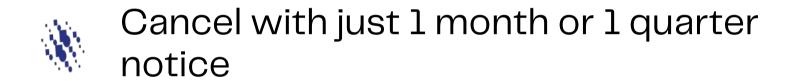


Development of an Engagement Plan geared around delivering against your specific objectives

#### **COMMERCIAL OUTLINE**











\*Plus any applicable taxes





### 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

Visit **www.tecfutures.com** to find out more about our research

- 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

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

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

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

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

