



# TecFutures

## Advisory On Demand

Flexible Expertise at your Fingertips

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CUSTOM RESEARCH ANALYSIS ADVISORY



# 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

-  **Find** new revenue growth opportunities
-  **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 Advisory On 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

-  Monthly Fee: From GBP2950\*
-  Invoicing monthly or quarterly
-  Cancel with just 1 month or 1 quarter notice
-  Annual Discount Available
-  See our full Terms and Conditions

\*Plus any applicable taxes





1

Reach out to **TecFutures** to discuss your specific requirements

2

We provide a tailored commercial package to include the elements that best meet your objectives.

Contact TecFutures  
[marketing@tecfutures.com](mailto:marketing@tecfutures.com)

**TECFUTURES ADVISORY ON DEMAND**  
FIND OUT MORE





# 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](http://www.tecfutures.com) to find out more about our research

- 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 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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