Roadmap Strategy & Messaging

Challenge:

The client had custom AI solutions expertise and offerings within a handful of verticals including Retail, Healthcare, Supply Chain and others, but required third party, objective guidance to help them prioritize which verticals to target first.

IDC Solution:

IDC's Customer Success team partnered with their CTO and senior product management to prescribe a combination of relevant market research reports and strategic analyst inquiries to address this need. The published reports provided a holistic view of the broader AI landscape, showing:

- Industry trends
- Market sizes
- Forecasts

The sessions with IDC's dedicated industry vertical analysts enabled the customer to host deeper dive discussions into the major AI use cases, competitive vendors, and trends for each vertical being evaluated.

Outcome:

Through objective analyst guidance and data-driven reports, the customer was able to make an informed decision on Supply Chain as the primary vertical to pursue, which allowed them to prioritize development and sales resources efficiently. Through these analyst sessions, the team was also able to help fine tune the client's external messaging and positioning of their AI products and consulting services, resulting in improved market traction and sales opportunities.

> *With IDC's analysts' guidance and data-driven reports, we were able to make an informed decision on what our primary vertical should be. This allowed us to prioritize development and sales resources efficiently.*

Prioritize Verticals

Looking to expand into new markets and need to understand where to prioritize?

IDC's Accelerator Program can help

LEARN MORE

![IDC logo]

idc.com/eu/emerging-vendor