

Fletcher/CSI

Technology Practice



Custom Solutions for Complex Markets

Maintaining competitive advantage in today's challenging world takes incisive understanding of ever-changing industry dynamics. We deliver in-depth analysis of client needs and make specific recommendations to help you create strategies that drive results. Fletcher/CSI supports:



- Strategic Direction
- Market Positioning
- Pricing Strategy
- Channel Optimization
- Sales Productivity
- Organizational Excellence
- M&A Evaluation

Methodologies include:

- Competitive Profiling
- Win/Loss Analysis
- Head-to-Head Benchmarking
- Ongoing Monitoring
- Tradeshow Intelligence
- Corporate CI Integration and Training

Our Approach

Each client has unique challenges and requirements, so we develop an individualized approach to provide optimal results. Close collaboration, open communication and transparency throughout every engagement are hallmarks of the Fletcher/CSI approach.

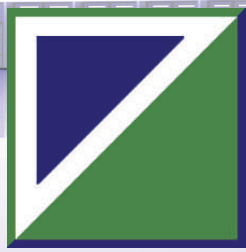
Our in-house expertise in competitor and focused primary market intelligence collection, analysis, and reporting supports client needs. Our worldwide network of research professionals provides the global perspective you require.

Markets Served

-  Hardware
-  Software
-  IT Services
-  Wireless & Wireline Telecom
-  Consumer Technology & Devices
-  Resellers & Distributors

About Fletcher/CSI

Since 1988, we have been a trusted advisor to leaders across all technology industries and a top choice provider of high-impact competitive strategy services. Our unique combination of industry knowledge, broad business expertise, and proven methodologies allows us to provide you with timely, reliable insight that is critical to your market success.



Representative Engagements

Challenge: Dealing with a Complex Competitive Landscape

An FCSI client wanted to track current market developments and determine if a competitor was introducing a new software product into a market space in which the client's product holds significant market share.

Solution:

FCSI conducted a study focusing on the specific competitor's market activity and implemented a monitoring program to keep the client informed with of-the-moment developments in this quickly evolving market.

Results:

The client was empowered with emerging market information and benefitted from the ability to have FCSI immediately focus on particular areas of interest that were uncovered throughout the monitoring engagement.

Challenge: Refining Positioning and Sales Strategy

An FCSI client was competing with several new providers in bids for data center projects. The client suspected that certain firms were winning larger deals, and wanted to determine what these competitors were offering, their sales approaches, and why they were being invited to bid.

Solution:

FCSI conducted primary interviews with competitor sales teams, marketing managers, engineers, and customers to determine how the market defined the space and identify the principle competitors. A second phase of interviews then focused more deeply on three key competitors of specific interest to the client.

Results:

Finding that there was no clear market definition and that competitors based their offerings on their own particular positions of strength, FCSI worked with the client to develop a functioning market definition that resonated with potential customers. "Battle cards" specifying drivers, buyer-vendor relationship dynamics, target deals and sales approaches of key competitors were developed to support salesforce performance. Potential partnership opportunities were also identified to round out the client's market presence and sales strategy.