
Case Study

Account Profiling

For a Leading IT Manufacturer

Client

A leading multinational IT manufacturer, as part of its business planning, wished to profile the purchasing intentions amongst its key accounts over the next 2 years, in addition to identifying and profiling the key accounts of its main competitors over this same period.

Geographic Scope

The Asia Pacific countries involved in the study included:

- | | |
|--------------|----------------|
| a) Australia | e) Japan |
| b) China | f) Singapore |
| c) Hong Kong | f) South Korea |
| d) India | g) Taiwan |

Objectives

1. To identify the leading accounts in each country for our clients competitors.
2. For all of our clients key accounts and the key accounts of our clients competitors, provide information pertaining to:
 - a) Current and forecast IT budgets in overall dollar value
 - b) Identifying the current equipment held in terms of brands and models for selected IT products and services such as servers, desktops, notebooks, printers, software, services etc
 - c) Obtaining detailed breakdown of IT budgets, such as dollar value and number of units apportioned for servers, desktops, notebooks, printers, software, services etc
 - d) Insight into purchasing behavior, such as identifying the key decision makers for purchasing various IT products and services, and understanding tendering processes

Methodology

Involved primary research to obtain the required information.

Primary Research:

- Involved identifying our client's competitors in each product and service category and each competitor's key accounts.
- Identifying the relevant people in each organization to engage in in-depth, face-to-face interviews with our senior consultants and subsequently undertaking same.
- Conducting as many interviews as possible within each organization amongst knowledgeable senior management to cross-validate findings to ensure accuracy of findings.

Results

- We were able to meet all of our client's objectives.
- The project was completed in 8 weeks.
- We have been asked by our client to undertake the project on an annual basis to track both their key accounts and those of their competitors across selected product and service categories.

Client Actions

Our client attributes the results of this study, to their subsequent ability to:

- Gain increased knowledge and consequently increased sales amongst their existing key accounts
- Target competitors key accounts as a result of having accurate, current information concerning their current and forecast IT operations and requirements

About IBI Partners

IBI Partners are one of the largest independent firms in the Asia Pacific specializing in business intelligence research and consulting.

Our expertise is on undertaking business-to-business research and consulting projects across the Asia Pacific region. We help our clients to understand the markets in which they operate and to assist in solving business and marketing problems, particularly those that are complex or unfamiliar.

We have specialist expertise in all the major industry sectors, enabling us to work in close partnership with our clients and provide individual solutions.

For more information on IBI Partners, please contact:

enquiries@ibipartners.com
www.ibipartners.com