



CASE STUDY: MARKET DEVELOPMENT OPPORTUNITY

"Line of Sight gave us an objective view of our business and where it was headed. It was not what we hoped to hear, but their assessment was on target and gave us the context and facts we could take to our board and begin making some needed changes."

-Chief Executive Officer, Health Care

Situation:

A \$250 million document management technology company needed to meet some aggressive growth targets over the next two years and needed to identify potential opportunities to sell its existing services to new customers in new markets.

Solution:

Line of Sight Group's analysts conducted a landscape analysis of how customers use document management products and services in adjacent markets, and where demand was headed. Our analysts also identified the competition in these potential markets, and assessed the level of competitive intensity and potential response to a new entrant and identified potential partners.

Benefit:

The client was able to understand where potential opportunities for new market entry would exist. It was able to prioritize the opportunities based on the estimated size of the opportunity and its own capabilities, and invest in deeper analysis leading to decisions on where to invest.

