

Helping a Security Vendor Launch a New Product

HIGHLIGHTS



Competitive
Benchmarking



PESTEL and Porter's
Five Force Analysis



Value Chain
Analysis

THE CUSTOMER

The customer is a fortune 500 company which provides security services across desktop and mobile operating systems, public wi-fi connections, and home networks. The company provides cybersecurity solutions worldwide.

THE CONTEXT

The company wanted to enter an existing market (INDIA) with their new VPN product, which provided cybersecurity to public/free wi-fi. It also wanted to understand the competitive landscape of global consumer VPN market.

THE OBJECTIVES

The customer wanted to research and analyze a number of things to gauge the market and marketability of their product.

- The scope of mobile usage
- Awareness of security products among wi-fi users
- Their security concerns related to the usage of public/free wi-fi
- The present state and future scope of consumer VPN
- Growth in the market across the globe for forecasting the trend for the next five years
- Identify parameters for competitive intelligence
- Insights into the Indian market
- Potential opportunity for their VPN product

THE SOLUTION

We followed a structured approach wherein we adopted a right mix of primary and secondary market research techniques to arrive at the final solution.

- In the primary data analysis, we prepared a questionnaire which constituted open and close ended questions and carried out a survey of 500+ respondents across the country in tier 1 and tier 2 cities through the span of 1 month. The gathered data was then analyzed and compiled in a presentable format for the client
- In the secondary data analysis, we identified the size and scope of the consumer VPN market in India as well as across the globe, identified trends, drivers, challenges, and promotional strategies adopted by the key vendors
- As part of the research, we did the following:
 - Analyzed the market reaction and evaluated the major stakeholders and technology players in the ecosystem
 - Profiled the competition, did financial analysis, and analyzed the product pricing strategies for the key vendors,
 - Evaluated options for the market entry strategy, partnerships, and merger & acquisition
 - Performed a macro analysis (PESTLE) as well as micro analysis (Porter's 5 Force Model) of the market
 - Evaluated the scope of market expansion and did the market analysis by geography
 - Did Competitive Benchmarking and prepared a Competitive Matrix to identify the market positioning of the top VPN vendors based on their product and business strategies
 - Performed the value chain analysis, and customer segmentation of the market
 - Helped the client to identify the key agencies to partner with, in order to improve the traction of its newly launched product in the Indian market

RESULT

The research helped the client to understand the consumer VPN market landscape in India as well as across the globe. Leveraging our insights about the consumer behavior in India as well as about its competitor offerings and strategies across the globe, the client successfully launched its product in the Indian market and used the feedback to improve the product feedback in the international markets.

IMPACT

- On the basis of the analysis, the company acquired an existing VPN player
- It decided to partner with a mobile network operator and expanded its market share