



Optimizing An OEM Offer In Software Engineering

PROFILE

CLIENT TYPE

- medical device/imaging
- medical diagnostics
- medical IT/eHealth
- multi-national
- start-up

PROJECT CATEGORY

MARKET RESEARCH

- custom market analysis
- competitive intelligence
- partnering analysis

MARKET PLANNING

- opportunity analysis
- marketing mix analysis
- pricing optimization
- customer satisfaction

BUSINESS PLANNING

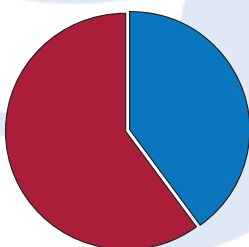
- concept testing
- business models
- business plans

MARKET

- USA/Canada
- Europe
- Asia

METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



BACKGROUND

The company designs the software architecture for many of the leading medical imaging and medical device companies. The company would like to extend the attractiveness of its offering to end-users by providing world class service and creative support.

CHALLENGE

Determine how the company could increase its brand recognition among the end-users by creating a pull for its products and services (i.e., the "Intel-Inside" approach). Potential offers could include providing the end-user with support and services either in conjunction with the OEM sales process or independent of it. Missteps could result in disastrous channel conflicts.

SOLUTION

The MarkeTech Group conducted comprehensive, in-depth interviews with both end-user accounts and OEMs to uncover the optimal product and service offering. While preserving its OEM relationships, the first step was to determine the ideal market and customer segmentation. The second step was to propose optimal services that would help achieve the corporate objectives.

IMPACT

Results identified specific improvements in support and training of the OEM during the sales and implementation period. The new strategic plan will incorporate recommendations made (due early 2000). Executive management invited us to return to investigate other ways to work closely together.



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