



Sizing the Digital Storage Requirements in Europe

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

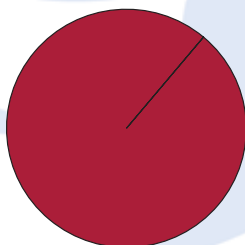
- concept testing
- business models
- business plans

MARKET

- USA/Canada
- Europe
- Asia

METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



BACKGROUND

This international company sells digital storage systems in a variety of different industries. A recent corporate initiative established healthcare as a targeted vertical market. As a result, corporate management needed to screen for opportunities in France, the United Kingdom and Germany. Little was known about the healthcare systems in these countries by the client.

CHALLENGE

Provide a description of the healthcare systems in France, UK, and Germany. For each country, outline the need for digital storage systems involving encompassing clinical information and image management systems. Identify the trends impacting storage system requirements and estimate the potential market need for data storage. This work needed to be completed within a one month timeframe.

SOLUTION

The Marketech Group developed a report providing the most relevant highlights of each country's healthcare system. The Group developed baseline assumptions from internal knowledge and tested them with healthcare IT specialists in the provider sector. The final report summarized the status of digitization and the resulting market opportunity for digital storage systems.

IMPACT

These results helped company executives to justify the resources that would be needed to establish sales channels in France, UK, and Germany. Corporate executives benefited greatly from both the depth of the report and its prompt completion. Additional work in this area is planned.



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