



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

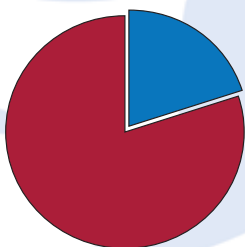
- concept testing
- business models
- business plans

MARKET

- USA/Canada
- Europe
- Asia

METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



Opportunity Assessment of a Multi-Industry Software Tool

BACKGROUND

This client is a small, publicly held company in Northern California that has developed a web-based software “engine” that extracts and combines selected information from multiple disparate databases. By creating one web-based database, information may be presented to satisfy specific queries. For example, this system can combine information from sales, manufacturing, and supply sources to provide timely and integrated management reports.

CHALLENGE

This client requires an opportunity assessment in the medical device industry for their software “engine.” Should opportunity exist, the client would like to develop a go-to-market strategy specific to healthcare customers. Of key interest: Determine whether establishing a focused sales strategy for the medical device market would be valued by customers.

SOLUTION

In order to discern the companies with the greatest need for this type of solution, TMTG interviewed 300 individuals including IT directors, purchasing departments, operations, and manufacturing divisions in 150 companies. Among these targets, 30 in-depth interviews were also conducted. TMTG determined that although small and medium sized companies were in need of this engine, they had difficulty valuing the solution and lacked an overall understanding of key business drivers. Large companies, however, clearly understood the value of the software “engine” and were willing to invest time and money. Unfortunately, the undertaking of automating and integrating data within the organization would require significant effort. Many of these larger organizations had embarked on developing their own integrated system internally.

IMPACT

From the data gathered by TMTG, this client was able to determine their best plan of action which included the establishment of pilot projects with select large medical device companies. One initiative helped construct an electronic medical records system for a large health system.



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