



Improving Channel Strategies through Market Intelligence

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

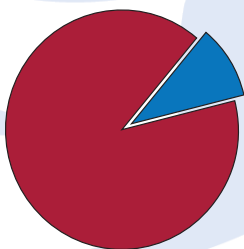
- concept testing
- business models
- business plans

MARKET

- USA/Canada
- Europe
- Asia

METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



BACKGROUND

The client is an international medical imaging company that has been selling ultrasound equipment, primarily in hospital environments, for nearly two decades. Within the last five years, several companies have introduced small, portable, low-cost ultrasound devices. This client recently developed similar competitive products.

CHALLENGE

The introduction of these new devices into the market required targeting new users in the ambulatory arena. In order to build a successful go-to-market strategy, this client had to gain a better understanding of the best methods to introduce, sell and support these new products. In a four-week period, TMTG was responsible for developing data-supported insights about competitors' strategies in their sales efforts, and customers' receptiveness to these strategies.

SOLUTION

Through structured interviews complying with CASRO ethical standards with about fifty territory and national managers, owners of distributorships, and customer decision makers, TMTG was able to analyze the go-to-market strategies used by competitors. TMTG also developed a preliminary assessment of whether customers responded more favorably to products being sold through distributors or direct sales channels.

IMPACT

Based on this assessment and benchmarking of their competitors, this client was able to gather additional ammunition to re-evaluate its own sales channels. Senior management is using these research results to build a client-based marketing plan.



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