



Case Study

Strategy Consultancy

The Challenge

Having recently made an aggressive acquisition into the internet delivery sub-sector, this renowned global IT consultancy firm set out an ambitious plan for future growth. They planned to use strategic M&A investment to secure competitive positioning.

Two main factors led to long research cycles and a slower action process:

- The explosive rate of change and overwhelming amount of deals taking place across Digital Media.
- A saturated information market with varying opinions and sources.

Solution

Enterprise access to StrategyEye TMT allowed the client's top executive team to instantly view all VC, M&A and Partnership transactions across the Internet, Media and Telecoms sectors through one sophisticated source.

StrategyEye's detailed industry map allowed the client to process real-time information across a structured view of their complex sector.

Our own expert analysis enabled the client to understand important deals and their repercussions across the value chain. The StrategyEye dashboard also monitors and indexes all expert blog, news, analysis and opinion that exists on the internet.

Results

- Research time is dramatically reduced
- Potential competitors or threats to the client's recent acquisition interests are spotted easily
- The client has an enhanced ability to spot potential positioning investments and create opportunities to leverage and scale existing assets

Users

Director, MD, Associates, Partners and Business Development Managers

Length

2 years subscription to StrategyEye TMT, combined with consulting work

what our clients say

MXtelecom

"We use StrategyEye as a key service to track market events and identify potential new partners – as well as to support positioning our services with major clients."
CEO MX Telecom

The Carphone Warehouse

"StrategyEye is the only tool allowing our senior executive team to easily filter Digital Media news, blog rumours and dealflow – and put it into context. StrategyEye has a key role in supporting corporate and business development – tracking competitors and hot new companies."
Head of Competitive Intelligence, London

BENCHMARK CAPITAL

"StrategyEye daily alert is fantastic. Very up-to-date and with comprehensive coverage of the internet, wireless and media sectors. It's my 'must-read' every morning"
Benchmark Capital, London

itv

"We use StrategyEye to both monitor UK and international news and rumours but also to identify and understand emerging new companies across all the new digital media channels."
Strategy Director, ITV PLC