



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

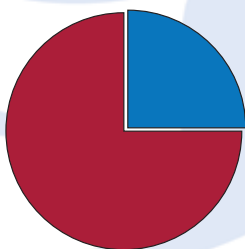
- concept testing
- business models
- business plans

MARKET

- USA/Canada
- Europe
- Asia

METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



Optimizing Sales Channels for a Storage Player

BACKGROUND

This company considers the healthcare industry as one of its top strategic markets. It has adopted the approach of a System Integrator, surrounding itself with various key value-added solution providers. The company has also created an alliance with Microsoft Corporation to support its sales of storage systems, Unix/NT servers, and various other applications.

CHALLENGE

To position its products and services through optimal sales channels, which may include partnering and direct sales.

SOLUTION

The MarkeTech Group conducted competitive intelligence providing key information on the competitors's apparent marketing plans by analyzing their pricing and distribution strategies. The Group assessed the client company's strengths and weaknesses relative to its competitors and reviewed the value of its partners for positioning through sales channels, branding, or other customer-perceived benefits.

IMPACT

The Group's presentation to the national sales force received high marks from the company's senior management team. Results confirmed suspicions of lost opportunity and triggered new strategies to capture additional market share.



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