

Investigated enterprise ownership and purchasing of PCs in China

Customer intelligence | Information and communication technology

Client benefit

- Our analysis revealed a **much larger market size** than previous industry estimates, lead by a few key market segments.
- The client used our findings to feed into regional and global demand and **sales forecasts**, and the China growth strategy.
- The client's top management, marketing, strategy, sales and solutions teams all benefited from our findings and **recommendations**.

Issue

An electronic components manufacturer required a comprehensive assessment of the size, characteristics and purchasing dynamics of China's enterprise and government PC market

Approach

Three-phase research methodology capturing all key dimensions of the market

3. Nationwide survey of 5,000 organizations

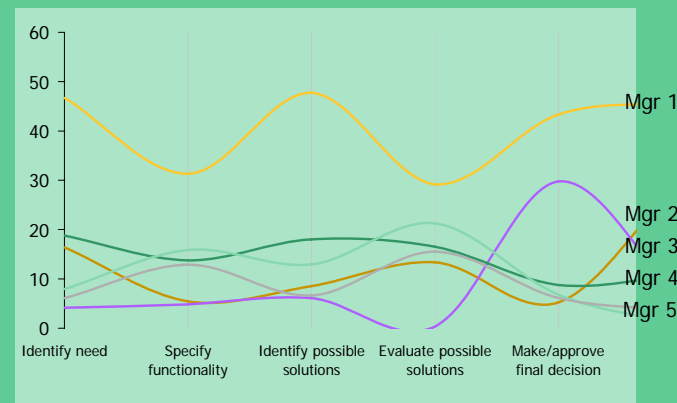
2. 120 in-depth interviews

1. Desk research on enterprise universe

- 40 cities in 4 tiers
- 10 industries
- 8 size categories

Analysis & recommendations

- Distilled the complexities of the market into meaningful intelligence
- Determined who makes decisions at each stage of the purchasing process



- Identified 12 key segments in 3 'technology stages' and advised on marketing approach

Advanced tech stage	Service	Constr/ rsrc	Govt	Health	Finance	Manu	Comm/ media	Transp	Util	Wsale/ retail
Tier 1	Sml	•••	•				•••			
	Med	•	•							
	Lrg		•							
Tier 2	Sml	•••	•••				•••			
	Med	••	••							
	Lrg		•							
Tier 3	Sml	•••	•••							
	Med	•••	•••							
Tier 4	Sml	•••	•••		•••					
	Med	••	••							
	Lrg		•							

••• Large markets - prioritise
 •• Medium markets - secondary importance
 • Small markets - back-up