

Microsoft Case Study



The Challenge

Faced with increasing competition on the enterprise solutions side of the business, Microsoft was interested in gaining a clear understanding of the opportunities, needs and pain points that would affect the manufacturing IT marketplace in 2004 and beyond. They turned to Larkin/Volpatt for help with market research analysis and communications strategy for the New York and New Jersey markets.

The Solution

In order to understand the opportunities for Microsoft in the New York and New Jersey manufacturing marketplace a detailed segmentation of Microsoft's manufacturing customers needed to be developed. Once initial segmentation was completed, the list was segmented even further to represent the top ten SIC categories in terms of numbers of customers and revenue opportunity.

Each of the top ten markets were thoroughly researched and analyzed. The team reviewed revenue projections, IT spending estimates, IT spending priorities, target audience needs and pain points and overall market trends.

The resulting report provided the Enterprise Solutions team with a clearer understanding of the opportunities within each market and detailed recommendations on communications, sales strategy and how to effectively forge ahead.

The Success

Microsoft is using the report to educate the sales force on how to better communicate and sell to the manufacturing customer base. The methodology behind the report is also being sold into the entire organization as a model for how to leverage internal data and external research sources when developing sales and communications strategy.

The Skill Set

- Qualitative and Quantitative Market Research
- Market Research Analysis and Report Development
- Communications Strategy Recommendations

The Praise

"LVC delivered a first-class marketing research project – on time, within budget and in the course of the project exceeded Microsoft's expectations. Their focus on quality of service, dedication to getting things right and responsiveness to our demanding requests went way beyond what we typically get from large vendors. It's a pleasure working with this team!"
Harald Becker, Business Group Marketing Manager, Microsoft

The Ongoing Relationship

Microsoft is working on selling the methodology that Larkin/Volpatt developed into other areas of its enterprise applications business. In addition, LVC is working with Microsoft and the Executive Council in helping to promote the company's Executive Directions Series.