

Ovum Consulting

How **Ovum's** research helped a **global enterprise app** development house better **focus** its offering

The enterprise mobile app market is expected to grow fast in the coming years. However, to really capitalize on the opportunity this represents, you need your offerings to be in line with market demands.

While it was experiencing fast expansion, an international enterprise mobile app development firm wanted to consolidate its strategy with up-to-the-minute market intelligence on the apps employees use. The company wanted to understand the key trends in different geographies and sectors, as well as learn how decisions about app purchases were made by IT, line of business, and end users.

The client intended to use this research to support its sales teams so that it effectively position its offerings to different markets.

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Why the client turned to Ovum

We collect annual in-depth proprietary data on this sector internationally and had previously produced white papers and similar content for the client before.



How we helped the client understand the market better

Through close collaboration with the client, we produced three key deliverables that the company could use to define its proposition:

1. **In-depth international survey:** We conducted a survey with more than 2,000 employees in a range of industries, sectors, businesses, and geographies, asking them about how they use apps at work, the kinds of devices they access them on, the challenges they have using apps, and their preferences. The data was then analyzed and segmented.
2. **Sales team guidance document:** We presented the key findings to the internal sales team, giving it a view on which markets are showing the biggest opportunity for custom development, pain points to address, ways of identifying target budget holders, and a view on decision-making beyond IT – showing which departments have the greatest need for and interest in enterprise apps.
3. **Market facing white paper:** We also produced a market-facing white paper to share with future customers to help them understand the needs and expectations of their end users.



The impact

Ovum's research and the collateral we produced offered the sales team unique insights into its target market. The white paper was widely shared and enhanced the client's thought leadership credentials.

Want to increase your impact?

Speak to Ovum to help raise awareness of your position in the market and build influence with stakeholders.

Ovum Consulting consistently delivers against our clients' project objectives by combining longstanding TMT expertise with the most complete set of industry data

available. With methodologies designed to deliver actionable advice, our clear and independent analyst voice gives credibility to your marketing message.



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