

**Project:**  
Market Study

**Research Type:**  
Quantitative

**Sector:**  
IT & Technology

**Region:**  
Worldwide

**Client:**  
Edouard Benroubi  
Market Development  
Manager  
3M

**For further information on  
this case study please  
contact:**

Business Advantage  
Pel House  
35 Station Square  
Petts Wood  
Kent, BR5 1LZ  
United Kingdom

**Sue Hannay**  
Director  
Research Services

**Email:**  
sue.hannay@business-  
advantage.com

**Tel:** +44 (0)1689 873636

**Web:**  
www.business-advantage.com

## Business Challenge



The Safety & Security Division of 3M, one of the world's most innovative companies, wished to define and gain an overview of the markets for security and protection of access to data and facilities. The objective was to gain an understanding of key drivers and market trends, competitors and the level of standardisation in a number of geographical markets.

## Methodology

Using a combination of desk research and in-depth interviews, Business Advantage investigated the structure of the UK authentication market and assessed the attractiveness of specific customer segments and vertical sectors, gaining a good overview of customer needs and European and Global trends.

## What Impact did the result have on your business?

Edouard Benroubi, the Market Development Manager of the Safety & Security Division commented:

*"Business Advantage clearly grasped the global perspective, providing us with both global trends and specific examples, contributing to our understanding of the market. This is ground-breaking work, as we are dealing with emerging markets."*



He went on to say:

*"We had a lot of market segments to analyse. I was impressed by the quality of the information. Business Advantage demonstrated professional objectivity and creativity in the sources of information they used to validate the trends they identified. They gathered a good deal of useful information in a limited time and we had maximum value for the money we spent."*



3M is a diversified technology company serving customers and communities with innovative products and services.