

Project:

Emerging Market
Research

Country/Region:

Worldwide

Sector:

CAD/CAM — Ship
Design



Client:

Darren Larkins,
CEO, SSI

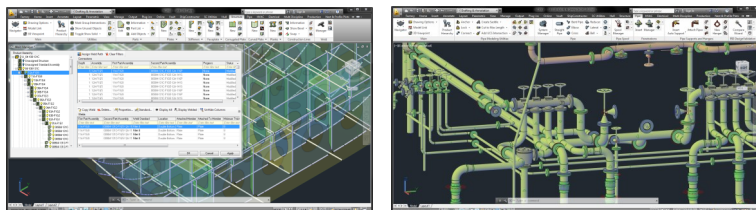


SSI develops Autodesk based solutions for the shipbuilding and offshore industry

Business Challenge

“To know how best to grow SSI we needed up-to-date market research. In deciding how to do that research our chief concern was that a company from outside the shipbuilding industry wouldn’t be able to help us ask the right questions in our specific niche. Business Advantage was able to reassure us in advance and then delight us in the execution of our market research. They are clearly market research professionals who teamed up with us to both use our shipbuilding knowledge and their research expertise to ask the right questions to the right people in multiple languages and countries. It also helped that they have significant experience in the design and CAD disciplines. The result is that we learned and confirmed much about our market, knowledge that is now having an impact on our strategy and priorities going forward.” - Darren Larkins, CEO, SSI

- To best grow SSI we needed to better understand our worldwide market trends and growth, especially in emerging shipbuilding countries.
- Because we sell primarily through resellers much of our market knowledge is filtered through each local partner which can make it difficult to get a broader, non-partisan view of the market.
- Therefore we decided to commission some professional market research and use the results to guide our strategy and priorities, especially against our competition. We have deep knowledge of ‘Shipbuilding’ as a discipline but not of ‘Market Research’ as a discipline.
- As we’ve grown as a company we’ve realised that having the right people on the right jobs is a key factor in success or failure of a project. Largely because of that realisation this became our first *professional* market research project. This is not to say that we did not have some concerns as we were charting unknown waters. Our chief concern was that any company from outside the shipbuilding industry wouldn’t have the knowledge required to perform research in our specific niche – happily this turned out to be of no concern.



Profile: SSI develops Autodesk based solutions for the shipbuilding and offshore industry. SSI’s flagship software is ShipConstructor®, an AutoCAD based CAD/CAM suite. These solutions take advantage of the native DWG format and the global pools of experience provided by the world’s most popular CAD platform. SSI combines this with industry specific standards, terminology and best practices. IT expertise is also applied to ensure the ability to share engineering data with other business processes and applications.



Business Advantage is a B2B research, business development and marketing consulting practice operating in the global IT, Digital and Telecommunications sectors.

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Solution—Why choose Business Advantage?

We selected Business Advantage initially because of Autodesk's endorsement through the over 200 market research projects they have completed for Autodesk. Additionally, Business Advantage recognised our concerns regarding the required industry knowledge and not only reassured us with other similar research projects they had executed, but demonstrated clearly through action that they were professionals in this type of work.

The process reaffirmed our commitment to engage professionals whenever possible – the Business Advantage team consists of market research professionals who teamed up with us, to use our shipbuilding knowledge in combination with their research expertise to execute the research in the most effective way possible – in multiple countries and languages concurrently. It also helped considerably that they have significant experience in design and CAD disciplines.

As this was our first market research project we weren't sure what to expect – we simply didn't know what we didn't know. As well as being top rate market researchers the Business Advantage team are business people – they understood the bigger picture of our business and what it needed. They recognised that the market research is just a tool then guided us to use it within the business context, created a multi-stage project that helped set and clarify our expectations and staggered the costs.

Initially they took a wide, shallow look at many countries then a deeper dive into the most promising new country markets for our existing products. Business Advantage even attended our annual user conference in Holland to talk to our existing customers – we really appreciated their initiative. They always started from the end result of what data we really needed and in what order, then worked backwards to what we needed to ask to whom.

The deep dive research covered both anticipated and emerging markets including India, China, Turkey, South Korea, Germany, Malaysia, Vietnam and Croatia. It was really notable that opportunities for us appear both in 'expected' BRICS countries but also in 2nd tier developing markets like Malaysia and Vietnam.

What impact did the research have on your business?

Business Advantage exceeded our expectations; their level of professionalism was a delight and the sheer depth of information amazed us as it enabled insights and colour. The result is that we learned and confirmed much about our market, knowledge that's now heavily influencing our strategy and priorities going forward.

Our intuition on market direction was corroborated and we gained both confidence and hard facts on which to base our team discussions and decisions. The value of obtaining a new level of confidence on what you 'think' you know is a significant but often overlooked benefit of professional market research. Business Advantage shared all the data with us, including the raw data from surveys and research – we appreciated the analysis and recommendations provided by Business Advantage, however as engineers we also wanted to analyse the data ourselves and really appreciated the depth of information provided.

Some key insights resulted, for example insights into the rise of a new key competitor, and have caused us to reprioritise our own strategy. We had seen warning signs in the market however having the hard data has galvanised our team with a new urgency.

Working with Chris and his Business Advantage team was a great experience – we are confident in their hands and looking forward to future collaboration.

