

**Project:**  
Competitor Analysis

**Research Type:**  
Quantitative

**Sector:**  
IT Technology

**Region:**  
Worldwide

**Client:**  
Mike Smith  
IBM Tivoli



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

**Nicola Mansfield**, Director,  
Market Analysis, Research and  
Competitor Intelligence

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

**Email:**  
nicola.mansfield@business-  
advantage.com

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

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

## **Business Challenge**

IBM Tivoli, a global leader in technology management software, recognises the importance of gathering market intelligence on competing products in order to achieve and maintain long-term, sustainable competitive advantage. The company commissioned Business Advantage to conduct a global competitor market analysis to determine the strengths and weaknesses of a number of software solutions compared with specific IBM products. This information was then used by Business Advantage to compile competitive sales tools to enhance the business performance of the IBM Tivoli sales teams.

## **Methodology**

The scope of the intelligence gathering exercise was worldwide, although the main focus was on the USA and Europe. A combination of specialist data gathering techniques in English, French, German and Spanish were used.



Mike Smith of IBM commented:

*“Business Advantage demonstrated excellent project management skills and also very good research skills. The Project Manager kept us up to date with the status of the project and every stage was delivered within the agreed time frames. Business Advantage gave us particularly good insights into the main European markets and they used their initiative to lay out the information in a way we found very helpful.”*

Mike went on to say:

*“I particularly liked the consultative relationship that developed between IBM and Business Advantage and I was very impressed with the strong analytical skills demonstrated by the project team. Business Advantage delivered three very effective Global Sales Guides that now help our people understand how our products compare with those of our competitors. The project certainly met our expectations. It was cost effective and we were very satisfied with it.”*