

Project:

Competitor Analysis

Research Type

Quantitative

Sector:

IT
Education
CAD/CAM/PLM

Region:

Worldwide
(Americas, APAC and Europe)

Client:

Annaleis Soldau
Global Education
Product Manager
Autodesk

Business Challenge

Autodesk is currently making significant additional investment in the Education sector and required market intelligence tailored to the needs of their internal divisions.

In order to develop the optimum license for their educational users, Autodesk needed to benchmark competing software vendor's license offerings and support.



Method

Business Advantage provided information about competing vendors' product strategy, licensing, pricing, training and support, marketing strategy and distribution model.

The project addressed five market sectors and covered the following countries: US, Canada, Brazil, Mexico, Korea, Japan, China, India, Australia, Germany, France and UK.

Business Advantage had previously carried out a similar benchmarking project for Autodesk in the EMEA region and Business Advantage were able to amalgamate the two projects ultimately producing a comparative matrix of 12 vendors across 15 countries.



Autodesk, Inc. is a world leader in 2D and 3D design software for the manufacturing, construction, and media and entertainment markets.



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

For further information on this case study please contact:

Nicola Mansfield

Director

Market Analysis 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

Why choose Business Advantage?

Business Advantage has a specialised team of analysts skilled at obtaining hard to get information and has developed a successful approach to obtaining competitive information using qualitative research techniques.

Annaleis commented:

“Business Advantage performed a large, cross divisional, cross market, global, competitive research project for the Education team which was extensive in scope. They delivered results on-time, in budget and with detailed results and findings presented in a comprehensive yet digestible manner.

The BA team worked to a tight schedule pulling very long nights to meet our deadlines and really became an extension of the Autodesk Education team during the program. Not only was I impressed with the quality and professionalism of the BA team but would very highly recommend their services.”



What Impact has the research had on the business?

Actionable recommendations were provided to Autodesk which have been used to help develop the optimum educational offering, tailored to individual educational market needs.