

Project:

Competitor Analysis

Research Type:

Quantitative

Sector:

IT Technology
Architecture
Construction
CAD/CAM/PLM

Region:

EMEA & North America
(US, Germany, Russia,
France, Italy and UK)

Client:

Laura Gutwillig
Senior Product
Manager
AEC Strategic
Initiatives.
Autodesk

Business Challenge

Autodesk wanted to improve the targeting of its markets in the US, Germany, Russia, France, Italy and the UK for its AutoCAD MEP product, the software for mechanical, electrical and plumbing (MEP) designers.

Any decisions on new business opportunities and enhancements to their products and services had to be based on a thorough understanding of the products and strategies of competitors in these countries. This required the gathering of detailed market intelligence, much of which could only be obtained through Business Advantages specialist competitor analysis techniques.



Methodology

A large and complex research operation was needed to gather this information.

“Business Advantage’s input was crucial during the planning phase,” said Laura Gutwillig, Senior Product Manager, AEC Strategic Initiatives. *“They have great expertise in understanding which research technique to apply to get the best results.”*



Business Advantage conducted a market scan in each country to identify leading players, and current and future trends. ‘Mini-profiles’ were then compiled, including detail on product features, support services and distribution models.

Using a range of profiling techniques Business Advantage conducted in depth analysis of leading market players providing insight into their products, strategies, strengths and weaknesses. In the US, the views and attitudes of customers were also researched in detail. The findings were presented in a user-friendly format, with notable findings highlighted and recommendations for action.



Autodesk is a fully diversified software company that provides targeted solutions for creating, managing and sharing digital assets.



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

Why choose Business Advantage?

Business Advantage was chosen primarily because of the company's proven ability to deliver complex, multi-lingual research projects, and their in-depth understanding of Autodesk's industry. Business Advantage's expert interviewers have a reputation for their resourcefulness in obtaining sensitive information, while adhering to a strict code of professional standards. Expectations on the quality of service were high, as Laura Gutwillig explained:



"We knew from our previous work with Business Advantage that they would be extremely professional, maintain excellent communications throughout the project, and would do everything in their power to deliver on time."

What Impact did the result have on your business?

The high quality market intelligence supplied by Business Advantage has been vital to the development of Autodesk's plans for targeting the markets in these six countries. Laura Gutwillig said:

"The project met our objectives completely – absolutely nail on the head. Business Advantage has the resources and expertise to apply the research techniques that get the best results, anywhere in the world. They obtain information that is simply not available from other sources. This has helped us to understand our business better, and to focus our plans for targeting these markets and developing our products and services. This research has identified opportunities we hadn't thought about. It's not just the quality of the information that Business Advantage uncover, there's also a high level of analysis, with strong recommendations for action."

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