CASE STUDY

Detailed Description

New Product validation
Market intelligence gathering and understanding the competitive landscape in the EU and US markets.

Acacia

⊙ SUMMARY

Acacia is currently developing a new product to digitalize traditional facilities management, particularly in the area of Artificial Intelligence. This product they believe has a global market.

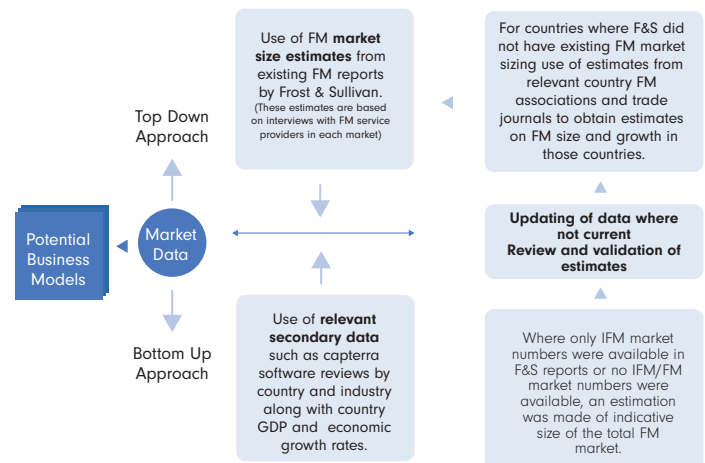Before they continue with this development and marketing work, they needed to undertake a comprehensive piece of market research / market intelligence to validate the new product as well as identify the competitive landscape. To this end it approached Real Inights, to help them understand the potential market opportunity for their proposed new product.

⊙ OUR WORK

Based on the clients market research needs we adopted a multi-stage approach, delving into the following:

- Facilities Management overall trends within the market.
- Transformational trends and positioning of the new product
- The Facilities Management Marketplace -The Global Overview
- FM Service Providers - The competitive landscape
- M&A, Partnerships and Collaboration
- Analysis of the EU, US and UK marketplace
- The StartUp space
- IoT enabled smart buildings market
- Potential business models
- Potential threats / watchouts

RESEARCH APPROACH ADOPTED

Top Down Approach — Use of FM **market size estimates** from existing FM reports by Frost & Sullivan. (These estimates are based on interviews with FM service providers in each market)

Potential Business Models — Market Data

For countries where F&S did not have existing FM market sizing use of estimates from relevant country FM associations and trade journals to obtain estimates on FM size and growth in those countries.

Updating of data where not current Review and validation of estimates

Bottom Up Approach — Use of **relevant secondary data** such as capterra software reviews by country and industry along with country GDP and economic growth rates.

Where only IFM market numbers were available in F&S reports or no IFM/FM market numbers were available, an estimation was made of indicative size of the total FM market.

⊙ Key Deliverates / Results

- Growth opportunities in the UK, EU and North American market including growth forecasts, comprehensive market metrics, comprehensive competitor analysis, an overview of service trends, and the mapping of the most attractive opportunities for growth to 2025.
- Opportunities in adjacent and converging markets such as energy management (EM) and workplace change management.
- New and relevant business model approaches for the business to consider moving forward.
- Recommendations enabling the business to proceed in the most high-potential market taking advantage of any opportunities uncovered, and in full understanding of any threats present.

⊙ The Impact (uptade from Acacia Operations Director)

We are well on our way and will be launching our new website for Azolla in September 2019. Look out for www.azollasoftware.com . We have 2 new staff hired to help with sales and marketing functions and next year we expect to hire our inhouse coders. So, we are on our way!

Ready to unlock growth from insights?

Get in touch to have a conversation with a solution specialist to discuss your requirements.

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