

Seeking Business Growth in Emerging-market Education Segment

Vital Wave Consulting provides the information and customized analysis needed to set an effective business strategy for emerging-market education systems.

Business Growth in Emerging Markets

Developing countries in Asia, Africa, Eastern Europe and Latin America have seen tremendous economic growth, industrialization, and expanding use of information and communication technologies (ICT). As a result, many business managers in the ICT industry have been charged with building their company's presence in emerging markets. What these managers are discovering, however, is that, while opportunities for growth should be abundant, successful business practices in developed markets do not always lead to success in emerging markets.

One prominent multinational IT company* hopes to build its business in the education segments of emerging market countries. Technology companies are particularly interested in pursuing the education segment for two reasons. First, there is increasing use of ICT at all levels of schooling, suggesting an opportunity for direct sales with solid incremental growth. Second, the segment influences technology adoption in other segments, and therefore has a significant impact on overall long-term market growth.

To develop and market appropriate platforms and services for emerging-market schools, a company needs reliable data and a thorough understanding of how segment dynamics differ from those in mature markets.

The IT company wanted to better understand the stakeholders and how to engage them. Managers who were more familiar with developed-country school systems needed to learn how technology is used and how it *could* be used in emerging-market schools. What are the roles of national and local governments, who are the economic buyers, and what is the budgeting and funding process like in each country? The answers to these questions would allow the company to implement strategies to maximize and accelerate profitable growth in this important segment.

Key Benefits:

- Synthesized a wide variety of primary and secondary data to present actionable, credible recommendations
- Developed analytical tools to determine market size and assess opportunities
- Analyzed cross-regional findings for a global perspective on business development

* Vital Wave Consulting respects the confidentiality of its clients. Company and individual names have been omitted from this case study.

About Vital Wave Consulting

Vital Wave Consulting enables accelerated revenue growth in emerging markets through strategic consulting, market research and business intelligence. Clients include multinational corporations in the information technology and telecommunications industries.



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The company turned to mainstream industry sources and found there is limited business intelligence on the education systems in emerging markets. Information that does exist is often unreliable or outdated, given the swiftly changing fortunes of emerging market economies. In addition, publicly available sources focused on current sales of existing technology, rather than providing insight on the business growth potential of the market segment.

Partnering with Vital Wave Consulting

The company engaged Vital Wave Consulting to research and analyze the education segments in three specific emerging market regions. As specialists in market research, solution creation and business implementation in developing countries, Vital Wave Consulting provided the unique research methodologies and analytical tools necessary to evaluate the education segment in the selected geographies.

Vital Wave consultants worked with the company to articulate the business objectives and specific research goals. The company wanted to understand and penetrate the education segment using new solution designs and business models necessary to meet the market needs.

Vital Wave Consulting combed and synthesized a broad range of resources, including quantitative and qualitative reports, cross-sector experts, economic databases, and in-country stakeholders such as teachers, students and government officials. This process formed a body of information that was analyzed and formatted to meet the client's needs. Vital Wave Consulting provided a comprehensive review of the *competitive environment, channel and distribution models, segment dynamics, market sizing and key stakeholder models*, culminating in specific *recommendations* for capturing the education segment in these emerging markets.

All data provided by Vital Wave Consulting was collected through both primary and secondary research drawn from the company's broad network of in-country experts and hard-to-find resources. The result was a comprehensive set of data and analysis that was more actionable, insightful and credible than the client could find anywhere else.

From Analysis to Action

All Vital Wave Consulting reports feature clear, business-oriented implications and recommendations. Business managers at the IT company note that Vital Wave Consulting's findings are framed within the client's own business objectives. The reports do not just present information – they offer a blueprint for strategic growth on the basis of solid research and extensive experience. Vital Wave Consulting's work has had direct and valuable impact on the company's action plans.