



LUMERIC™ Project Summaries

Project Type:

Commercial Due Diligence

Sector: B2B Data Services

Company Size: \$4B

Company Position:

Market Challenger

Client Level:

President, Divisional

The Critical Decision:

Should the client enter into an exclusive partnership with a provider of complementary data and will their customers value a new offering built around this content?

The Answer:

Yes. The client's customer base is dissatisfied with the available products providing the type of data the potential partner offers and the partner's data sets address many of the shortcomings of the current platforms.

The Discussion:

The client was a major, global B2B data services firm. They were approached by the potential partner to open a new channel of distribution for their content into the client's core customer base. Several of the potential partner's competitors had directly entered this segment with limited success and the potential partner believed that leveraging the client's knowledge and relationships in their core business would lead to a more successful entry into this area of the market.

To understand the prospects for a new product based on the potential partners content and integrated into the client's platform, Lumeric conducted a series of in-depth interviews which tested, in detail, the level of interest potential customers would have in this product concept. The interviews determined the type of data offered in the product concept was need to have, the concept was superior to competitive offering and that a majority of customers would seriously consider adopting the product once launched. 