



LUMERIC™ Project Summaries

Project Type:

Growth strategy

Sector: B2B Data Services

Company Size: \$4B+

Company Position:

Market Challenger

Client Level:

President, Divisional

The Critical Decision:

Are there opportunities for the client to develop measurable and sustainable new data service products to serve four emerging subject matter areas across the US and Europe?

The Answer:

Yes, the demand for sources of information to cover these emerging topics was growing rapidly but neither the client nor its competitors had taken any noticeable steps to address customer needs.

The Discussion:

The client is one of several major, global B2B data services provider within a specific content area. Due to the increasing pace of globalization, the clients customer base was dealing with a series of recent business issues that required new sets of content and expert commentary to effectively address. The client's objectives for the research were to understand the level of demand for new products to meet these needs and the prospects for taking a first movers advantage.

Through an in-depth series of primary interviews with prospective customers in the US and Europe, Lumeric determined that there would be substantial and sustainable demand for the four new product concepts envisioned by the client to meet emerging customer needs and that none of the competitors had taken any measurable steps to address this opportunity. As a result, Lumeric recommended that the client move toward rapid commercialization of these product concepts.

