



LUMERIC™ Project Summaries

Project Type:

Growth / acquisition strategy

Sector: B2B Data Services

Company Size: \$4B+

Company Position:

Market Challenger

Client Level:

President, Divisional

The Critical Decision:

Does a viable opportunity exist for the client to develop a new stream of revenue delivering sustainable growth by developing a data product line targeted at a different functional group than currently served within their customer base?

The Answer:

Yes, the client can leverage a unique set of data only available to their firm to create a niche offering, highly desired by the targeted user group that competitors would be challenged to match

The Discussion:

The client is one of several major B2B data services firms within the industry segment they currently serve. Over the past several years, several competitors launched new offerings designed to serve this new functional area that have been well received by the market and are now well entrenched with customers. The client's key objective was to gain a full understanding of this relatively new segment and to determine if there were organic or acquisitive opportunities to establish a differentiated offering that could provide long-term, sustainable growth

Through an in-depth series of primary interviews with prospective customers and industry experts, Lumeric sized the market, developed a growth outlook, analyzed the competition and identified unmet customer needs. As part of this process, Lumeric discovered a pressing need for a unique set of data not currently available on the market. Lumeric further determined that the Client could exploit this opportunity by exclusively sourcing this data from a sister division and package it with a specific set of analytics that a majority of this potential new user group would immediately subscribe to.

