

## Market Sizing, European Financial Services Firm

### The problem

Our client had specific targets for uptake of their service in the public sector across Europe, however, they needed to better understand what the scale of the opportunity was and how to target those opportunities.

### Our solution

Using our existing knowledge and a range of economic and legislative indicators we were able to identify which territories would provide the greatest opportunity. We then began the painstaking work of analysing the accounts and activities of every Government department in each of those territories.

Having collated a full data set, we began the job of classifying and grading each potential opportunity before writing up a thorough analysis and viability assessment for each opportunity. Finally we drafted comprehensive advice on how to convert viable opportunities into profitable business.

### The outcome

Our client was able to confirm a significant market opportunity and to break that data down to individual activities in individual departments, in each territory. Our client was therefore able to make a confident bid for investment in the public sector market.

Our work was used to build a case for marketing and training in different territories, as well as establishing a comprehensive lobbying campaign with the right ministers and committee members across the chosen administrations.

The value of our insight has allowed the client to be more prepared, to be faster to market than their rivals and to significantly reduce wasted effort by focussing effort on opportunities that can deliver both scale of business and positive results for Government.

Elements of our work have been published as a white paper by our client as a way of promoting their product to Governments worldwide.