

## *unbiased clarity and guidance...*

XMG Market Intelligence Services provides invaluable and objective insights on world, regional and local market trends. We strategically guide our clients by identifying market opportunities, establishing sustainable value differentiation and obtaining a real pulse of market dynamics. This translates to compressed go-to-market cycle times, increase in sales revenue and an improvement in the value quotient of our clients' marketing investments. By working with XMG, our clients have the advantages of prescriptive research and unbiased guidance to ensure fresh thinking, strategic insights and relevant answers.

### Service Coverage

#### Research:

- Market trends
- Usage and adoption patterns
- Buying behavior
- Vendor product and service competitive studies

#### Advisory and Consulting:

- Competitive analysis and positioning
- Go-to-market/get-to-market strategies
- Integrated vendor portfolio analysis
- Market acquisition strategies
- Market demand analysis
- Market entry analysis
- Market segmentation
- Market validation
- Partner and channel strategies
- Value analysis
- Value modeling
- Value profiling



### Benefits

Our highly experienced analysts and consultants are internationally recognized experts on a range of IT and market matters. Consequently, our Service is equipped with market and sector specific knowledge that will provide objective advice and direction. The benefits of engaging XMG Market Intelligence Services includes, but are not limited to:

- Converting buyer intelligence to increase value and competitive differentiation
- Customized discovery and minted insights
- Identifying risks and pitfalls to allow for strategy course correction
- Identifying what buyers want today and expect in the future
- Improved market perception, brand recognition and reputation
- Improved market positioning of new or existing products and/or services
- Sharpened competitive differentiation by exposing the market landscape

XMG's accelerated approach and our commitment to client success has made us trusted IT advisors to companies seeking to improve their status and value in the marketplace.