COGNITION

Strategic Market Penetration: Uncovering ERP and Cloud Service Opportunities in Underserved SMB Markets

CASE STUDY |CLOUD COMPUTING

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ABOUT CLIENT : Strategic Market Penetration: Uncovering ERP and Cloud Service Opportunities in Underserved SMB Markets

CLIENT	INDUSTRY	PRODUCTS	TARGET GEO
A leading innovator in ERP and cloud solutions	Technology and Software Solutions	Enterprise Resource Planning (ERP) and Cloud-Based Solutions	California

BUSINESS OBJECTIVE

Client aimed to enhance its competitive edge in the cloud computing industry by identifying and engaging potential SMB customers using AWS or Azure, especially in geographically underserved markets. This initiative was crucial to expanding Oracle's market presence amidst stiff competition and overcoming the limitations of previously inadequate data coverage provided by existing solutions.

CONTEXT

Facing intense competition in the cloud computing sector, Company recognized the need to better identify and engage SMBs in remote and underserved areas of North America. Traditional data sources, including Zoom info, lacked sufficient coverage of these regions and specific market segments, hindering Company's ability to effectively target potential customers experiencing significant organizational changes. This scenario underscored the importance of leveraging enhanced data analytics to penetrate these critical markets and improve competitive positioning.

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OUR SOLUTION

Enhanced Data Collection: Orchestrated a comprehensive gathering of data from diverse sources, including federal registries, public domains, and specialized industry publications, to construct a detailed picture of the Total Addressable Market (TAM) with a focus on remote and under-analyzed territories

Advanced Data Aggregation Techniques: Employed sophisticated algorithms to efficiently amalgamate and analyze data, focusing on SMBs with cloud installations from AWS and Azure

Targeted Data Framework: Developed a structured framework for organizing data, prioritizing SMBs up to **$500 million** in revenue and including startups and recently-funded companies within specified zip codes

Data Validation for Market Precision: Integrated rigorous data cleansing and validation processes to ensure the accuracy of the data, particularly focusing on the identification of key decision-makers such as C-suite executives, VPs, and Directors of LOBs

OUR METHODOLOGY

Comprehensive Data Mining: Extracted valuable data from a wide range of sources including federal registries and public domains

Utilization of Search Algorithms: Applied sophisticated algorithms to refine the search processes for potential customer identification

Analytical Tools Deployment: Leveraged specialized tools for deep data analysis, extracting pertinent information to inform business strategies

Expert Collaboration: Engaged with industry experts to validate and augment data, ensuring relevance and precision

Iterative Refinement: Continuously improved methodologies based on ongoing feedback, enhancing overall strategy effectiveness

OUTCOMES

Identified a Total Addressable Market (TAM) comprising 22,500+ Small and Medium-sized Businesses (SMBs) across 190+ zip codes

Acquired 17,300 actionable leads from 7,246 Small and Medium-sized Businesses (SMBs) with installations of prominent cloud service providers services

Generated 12,118 actionable leads from 8,112 Small and Medium-sized Businesses (SMBs) identified as greenfield opportunities

Extracted install base intelligence from public-facing pages of companies, job portals, and third-party sources