

DIGITAL TECHNOLOGIES COMPETITIVE LANDSCAPE ANALYSIS



Gemserve

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WE HELP INNOVATORS ENSURE THAT THEIR NEW PRODUCTS AND SERVICES MEET MARKET NEEDS BY HELPING THEM DEFINE A CLEAR UNIQUE SELLING POINT (USP) AND MAINTAIN A STRATEGIC COMPETITIVE ADVANTAGE.

Technology is evolving faster than ever before, unlocking a range of opportunities across every industry. Digital advancement continues to reshape the way people live, work, and interact with the world around them, from smart devices, to smart buildings, to smart cities. In an ever more connected world, keeping at the forefront of innovation is crucial.

Our approach helps clients gain an in-depth understanding of the market and its future trends, identify competitor and collaborator characteristics based on their current and future solution offerings, and tailor the development of future services through competitive intelligence due-diligence.

Gemserv delivers these services to SMEs, Enterprises and Start-ups and through preferred supplier relationships with Innovator support partners.

KEY BENEFITS

- Improve the competitive position of the service offerings, including the identification of potential partners
- Gain a deeper understanding of the market and future trends
- Prioritise the strategic focus that enhances the company's Unique Selling Point (USP)
- Highlight the company's forward-looking performance through the analysis of Strengths, Weaknesses, Opportunities, Threats (SWOT)

DELIVERABLES

A number of different collaterals will be produced throughout this work. At a high level, some of the deliverables include:

- Slide Deck for investors (including simple visual rankings of competitor profiles and solutions)
- Detailed report on Company competitive comparison (including a SWOT Analysis report)
- Detailed report on Solution Functional comparison

CONTACT US

To find out more about protecting your data or how we can help you, please contact one of our team on:

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