

Go To Market Strategy

The Go to Market Strategy is a business case focused on identifying the current and future trends/requirements driving a particular market, identifying key competitors, aligning new or existing products/services, developing market projections based for targeted customer segments and developing marketing, merchandising, pricing, distribution and sale strategies to accelerate penetration and gain market presence. Impact 21 Group has conducted Go to Market Strategies for global clients in the following areas:

- Data Warehouse
- Business Intelligence
- Demand Forecasting
- Analytical Services
- Financial Reporting
- Fresh Food
- Point of Sale Systems
- Back Office & Headquarter Systems

Impact 21 Group utilizes industry and proprietary research and Impact 21 Group's real world experiences and relationships to conduct the Go to Market Strategy. These relationships have been developed through work and partnerships with retailers (in multiple segments/tiers) and product/solution suppliers. In addition, our experience brings knowledge of industry market trends, best practices, competitive offerings, efficient business processes and standards promoted by NACS, PCATS and other industry associations. The Go to Market Strategy is generally conducted over a 6-9 week timeframe, depending on the depth and scope of the product/service offerings being considered, with the following core elements:

Current State Market Analysis

Impact 21 Group will develop and construct a comprehensive Current State Market Analysis based on criteria for your particular solution, product, service or focus. Impact 21 Group will identify potential gaps in your strategic roadmap and product/service architecture in comparison to results of the Market Study to ensure that core requirements have been met for targeted customer segments. The analysis will also address how you can most effectively position core products and channel penetration over the next six to 24 months.

Align Products/Services/Solutions/Customers

The Go to Market Strategy will specifically focus on identifying the products that are most appropriate for the channel and building the business case and best approach for channel penetration. In addition, this study will focus on developing the strategy needed for future business requirements and continued success within the industry. Specifically, the Channel Market Study will construct a comprehensive "Go to market strategy" within the targeted channel/industry, recommendation for best distribution methods and positioning of the product lines and/or services. Impact 21 Group's industry knowledge, experience and relationships/contacts will provide a comprehensive foundation for understanding the dynamics of the business and the industry's focus.



Market Projections (based on industry research, surveys and proprietary knowledge)

The Go to Market Strategy will determine the key marketing strategies and techniques needed to penetrate the industry. This study will identify and prioritize, by customer segment, the value of market penetration (market attractiveness). Impact 21 Group will also provide an analysis of current and future competitors in order to target product development strategy and marketing efforts. Throughout this study, Impact 21 Group will identify and quantify the potential market (customers) for current and new products.

Account Planning and Target Customer Sales Process

Impact 21 Group will expand market projections to include a list of the top 10-25 potential customers, based on size, requirements, interest and/or market leadership. Impact 21 Group will provide a comprehensive account planning and sales process for these top prospects and work closely with our clients to successfully set up meetings, develop marketing/sales materials, structure pilots/proof of concepts and build momentum toward further market penetration.