



Market Opportunity Assessment: Virtual Communication Solutions

Applying Market and Customer Data to Inform Investment Decisions

CHALLENGE

A public investor needed to assess the virtual communication market before making an investment decision. With a short timeline, the client needed to learn what drives vendor selection among key providers in the space and the outlook for future spend in the market, including the strength of existing customer relationships.

THE GLG APPROACH

GLG executed a Market Opportunity Assessment that captured data from more than 150 IT decision makers using a standardized questionnaire. In a blinded survey, Network Members provided information on their organizations' use of virtual communication solutions, including:

- Selection process for providers and current share of wallet
- Expectations for and drivers of future spend
- Strength of relationship and possible impact to business

OUTCOME

Within six business days, GLG delivered insights from the Market Opportunity Assessment data via a report designed by a GLG market research expert. This helped the client uncover the possibilities in its prospective investment market.

FEATURED PRODUCTS



GLG Surveys



GLG Market
Opportunity Assessment

GLG executed a Market Opportunity Assessment that delivered crucial insights for a client operating under a quick-turn diligence timeline.

Why GLG?

GLG Market Research Expertise

GLG's Market Opportunity Assessment provides a templated survey and sophisticated reporting designed by a market research expert to produce meaningful insights.

Quick-Turn Timeline

A Market Opportunity Assessment can be executed within six business days of a request, which helps quickly illuminate the path to the best decision.

Project Breadth

GLG provides access to insights from our expansive network of subject-matter experts, and that's how it's done below.

[Learn more](#)

As the world's insight network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

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