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**Computer Support Services
Market Opportunity**

The Situation

Due to the increased decentralization of traditional MIS functions and the continued shortages of in-house manpower, significant growth is projected for the computer support services market. A hardware vendor, in an attempt to capitalize on the expanding market, needed to better understand the dynamics of the services marketplace and develop appropriate marketing strategies.

Our task was to define the structure of the services market, examine the perceived role of the hardware vendor and determine what opportunities represented the most leverage for gaining market share.

What We Did And How We Did It

A Market Structure Analysis was designed that employed several multivariate analytic techniques. Correspondence Analysis was used to determine the associations that existed in the marketplace between specific types of support services and various service providers. A Market Segmentation Analysis was used to uncover what market segments existed and to define the nature of the opportunity within each.

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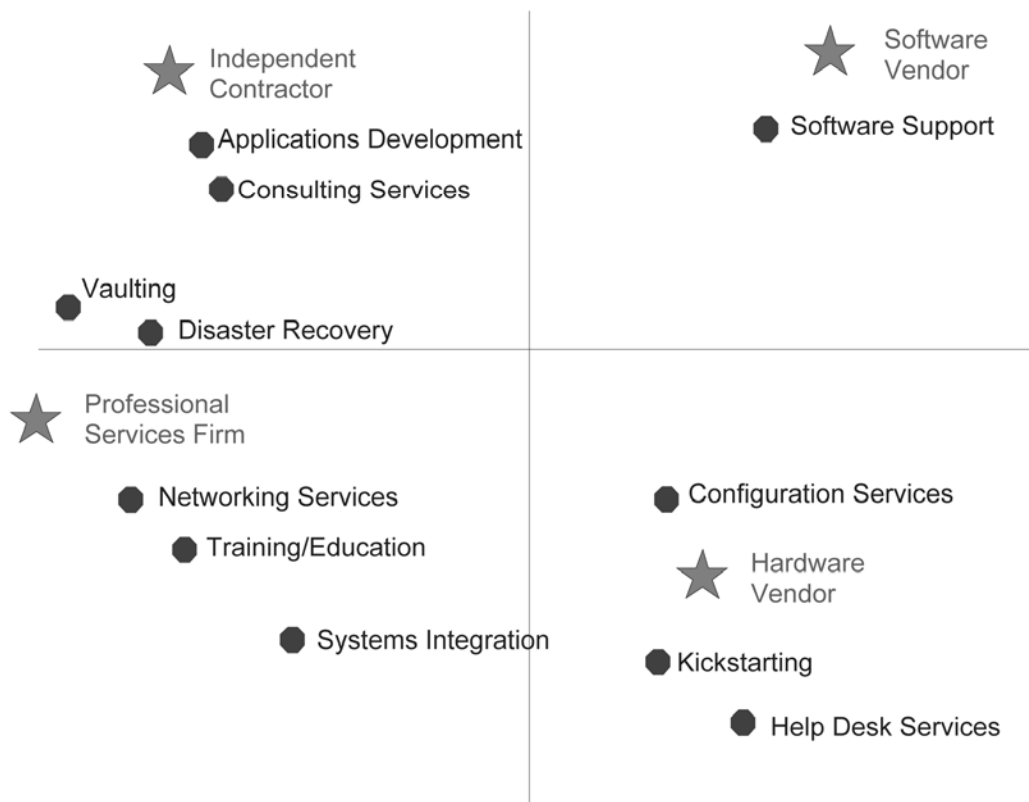
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The Results

A visual representation of the image of various service suppliers with respect to the services they are perceived to best offer, led to insights about how a hardware vendor needs to position itself for growth.

It was found that creating the right image would be a critical part of the overall marketing strategy because of the biases that already existed in the marketplace.

Hardware vendors are most closely associated with "configuration services", "help desk services" and "kickstarting new technologies" (lower right quadrant). Unfortunately, these services do not represent a great deal of revenue.

To attract greater revenues, hardware vendors need to build a stronger image for applications development and systems consulting, where independent contractors and professional services firms have a stronger foothold.

Professional Services Perceptual Map

Independent Contractor
Applications Development
Consulting Services
Vaulting
Disaster Recovery
Professional Services Firm
Networking Services
Training/Education
Systems Integration

Software Vendor
Software Support
Configuration Services
Hardware Vendor
Kickstarting
Help Desk Services

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The results of our segmentation analysis, revealed the existence of five unique market segments, each representing varying degrees of sales potential for a hardware vendor if approached using the appropriate marketing strategy. It was found that specialization will be important to attract two of the five segments. A third segment was very price conscious. Two of the five segments were reluctant to use their hardware vendor for non-hardware services and represent only marginal sales potential.

MIS Attitudinal Market Segments

Pro-System Vendor
21%

Price Conscious
17%

Pro-Hardware Vendor
22%

Anti-Hardware Vendor
23%

Self-Maintainers
18%

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