

# Market size, share and industry analysis for a leading consulting firm

**5-7**

Days saved in overall process through automated solution

**15%**

Cost saved through correct target audience

**5%**

New sales strategy helped to increase sales



## Project Kick-off

Discussing research objective, scope, target audience, methodologies, timeline and challenges



## Desk Research

Conducting desk research through credible sources to collect relevant data  
Based on the desk research data design the questionnaire



## Primary Research

Conducting survey through online methodology based on the criteria and target audience decided in project kick-off  
To get more detailed insight we conduct 5-7 in-depth interviews with key opinion leaders of industry (KOLs)



## Analysis and Report Writing

Analyzing the data collected sourced via desk and primary research and based on that build the report and conclusion, recommendation to achieve the objectives

### CLIENT CHALLENGES

- » Identifying correct target audience and markets in North America
- » Identifying competitors
- » Gathering data for analysis that covers the entire spectrum and produces intelligent results

### OUR APPROACH:

- » Project kick-off
- » Desk research
- » Primary research
- » Analysis and report writing

### IMPACT DELIVERED:

- » Harmonised data collection and consolidation across 10+ markets
- » Generated automated insights across categories, markets and demographics for real-time decision making

**CLIENT BENEFITS:**

- » Automated research solution
- » Real-time insights across 10+ markets
- » Knowledge of the size of the home automation market, share and technology
- » Ability to build a strong marketing and sales strategy

**About Acuity Knowledge Partners**

Acuity Knowledge Partners, formerly part of Moody's Corporation, is a leading provider of bespoke research, analytics, staffing and technology solutions to the financial services sector. Headquartered in London, Acuity Knowledge Partners has nearly two decades of transformation experience in servicing over 300 clients with a specialist workforce of over 2,500 analysts and delivery experts across its global delivery network.

We provide our clients with unique assistance not only to innovate, implement transformation programmes and increase operational efficiency, but also to manage costs and improve their top lines. These services are supported by our proprietary suite of Business Excellence and Automation Tools (BEAT) that offer domain-specific contextual technology.

Acuity Knowledge Partners is assisted by Equistone Partners Europe, a leading private equity organisation that backs specialist growth businesses and management teams.