Case Study: WiMax readiness assessment

The client

A major systems supplier

The challenge

Identify key market needs and views concerning Broadband Wireless, and the go to market strategies adopted by early stage competitors.

Market context

The client, is responsible for a product range to address the current and emerging needs in the Broadband Wireless sector. This sector is experiencing the early stages of deployment of network solutions by a wide variety of existing and new early stage network operators.

Approach

FirstPartner built upon its knowledge of the EMEA communications market and assembled a qualified list of potential interview targets. The profile of the list included early stage WiMAX operators, potential users, industry analysts and senior level contacts in network operators.

Key deliverables

- Assemble a qualified contact list for EMEA
- Initial interviews to assess questionnaire validity
- Conduct open interviews designed capture a broad range of views

Project delivery

The completed interviews were assembled along with the output of interviews conducted in North America and Asia to form key input data for the “go to market” proposition and strategy definition.