



Competitive Analysis of Major IT Service Providers

Gaining Actionable Insights into Vendor Selection and Implementation

CHALLENGE

An Indian IT service provider needed GLG to perform a quick customer and market study to gain competitive insight into their top three major competitors. In particular, they sought to understand their target customers' IT vendor selection and implementation processes, the strengths and weaknesses of the different vendors, and how the client was perceived by their existing customers.

THE GLG APPROACH

GLG facilitated a survey of 100 key IT decision makers and influencers who have worked with companies of more than US\$1 billion in annual revenue. These respondents, all recent users of the client, were also familiar with their top three competitors. In addition, GLG engaged four Network Members for interviews to gain further insights into the client's top three competitors and vet survey questions.

OUTCOME

The research helped the client gain insight into their target customers' decision-making process and their own competitive advantage over the competition. With customers satisfied with their performance during COVID-19, the client was now well positioned to gain business from both existing customers and their competitors' current customers.

GLG facilitated a survey to gain insights into the client's top three competitors. The insights provided by 100 survey respondents and four Network Members through phone interviews helped the client capitalize on their strengths to pursue new business leads.

Why GLG?

Breadth of Network

GLG possesses the largest and most extensive panel of experts around the globe, allowing access to the most relevant and targeted IT decision makers and influencers

Timely Delivery

GLG can tap into the expertise of its Network Members quickly to obtain crucial insights within a short time frame.



GLG Integrated Insights

[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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