



SERVICE DESCRIPTION



Ecosystem Assessment

Inform a market-driven plan

BENEFITS

The ecosystem assessment generates valuable insight that helps:

- ☒ Distinguish key market opportunities
- ☒ Define market and user-centric product planning and road-mapping
- ☒ Identify potential M&A targets
- ☒ Highlight key threats
- ☒ Inform marketing messaging

CONTACTUS

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OVERVIEW

An ecosystem assessment is a collection of frameworks that lets you to compare your company to your key competitors within the context of a specific ecosystem—a product or feature-centric ecosystem (like hardware security or logistics), or a market-centric ecosystem (like retail, finance, or oil and gas). It can identify emerging market opportunities; distinguish the key players and evaluate their relative strengths and weaknesses; and highlight gaps in the marketplace. For many of our clients, ecosystem assessments are updated regularly (by us or them), and serve as the foundation for business strategies, including product development planning, marketing strategy, and M&A planning.

APPROACH

An ecosystem assessment is usually a multi-pronged effort that includes secondary research, subject matter expert (SME) interviews, user interviews, in-depth analysis, and reporting.

In a typical assessment, we:

- 1 Interview client stakeholders
- 2 Execute secondary desktop research that focuses on publicly-available information—news stories, blogs, and so on—and proprietary research from industry leaders like Gartner and IBM to prepare the SME interviews
- 3 Interview SMEs to validate or refute initial findings from the desktop research and inform the user interviews Recruit participants and pay incentives for user sessions
- 4 Recruit, incentivize, and facilitate user interviews
- 5 Perform follow-up desktop research and SME interviews as needed
- 6 Analyze the findings and place them in a collection of frameworks
- 7 Prepare and present the final report