

ARAGON
RESEARCH

—
CLIENT
SUCCESS
STORIES

Talk To Sales

Company: Technology
Provider

Industry: Technology
Services

Revenue: Multi-Million

Creating New Market Category To Accelerate Growth

CHALLENGE

The client had difficulty differentiating its product offering in a ten-year-old market that was viewed as a commodity. Because the client lacked the right strategy, it lacked a competitive advantage and was failing to scale, partly due to commodity pricing.

HOW ARAGON HELPED

Aragon analysts worked with the client to develop a strategy that led to the definition of a new market category that was differentiated and had a defined addressable market.

After working with the client for months, Aragon defined a new market category and published a category definition research report. Aragon began covering this market and after two years, it was clear that the market was taking off. As a result of existing and new competitors in the market, Aragon published an Aragon Research Globe that compared major providers in this market.

RESULTS

With Aragon's guidance, the client was able to:

- Reposition the company around the new category
- Scale dramatically
- Increase revenue by 16x
- Win new business
- Secure significant funding from investors at the category conception

The client's growth led to IPO four years later.