

*“The best way to anticipate the future is by understanding the present”
- John Naisbitt*

ISON CONSULTING



Case Study – Market Entry

Market Entry Strategy for Antenna Co.

1/2

A Swedish High-Gain Antenna Manufacturer wanted to enter the Indian Market with a potential of 250,000 BTS/ Tower installations anticipated by 2012.

□ Client's 'Ultra High Gain Antenna' USPs:

- Providing a 3dB gain advantage over traditional antennas thus increasing coverage by 1.4 to 1.7 times in cities & highways/rural respectively
- Innovative low-loss antenna internal design can help reduce site count and also save energy
- Provides increased QoS as a result of high efficiency and increased coverage leads to increased Calls/ site

□ ISON was contracted to:

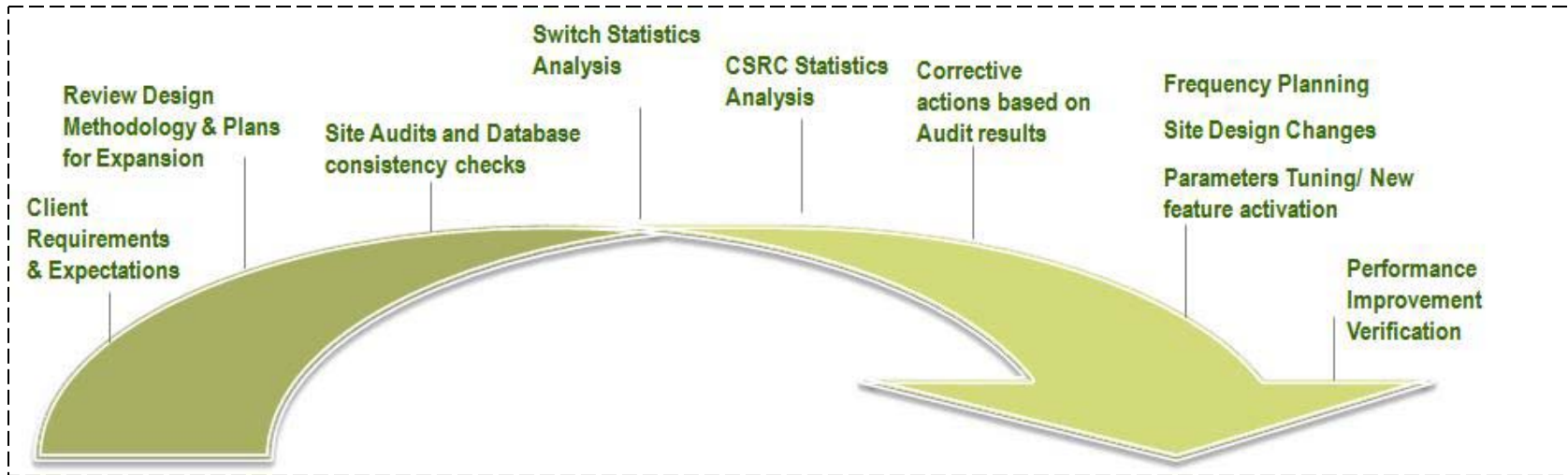
- Provide a Market Analysis of Market Size, Existing Price-points, Target Customers
- Assist in identifying potential distribution & Post-Sales support partners
- Create a Sales Strategy on Value Based Sale identifying best selling price to maximize profitability

Market Entry Strategy for Antenna Co.

2/2

ISON used the services of our RF Consulting Team to provide the Client with actual Indian site analysis on coverage patterns, Operator's pain points and also conducted field trials with Bharti & Vodafone

ISON Network Optimization Services



- ISON successfully completed the following for Client:
 - Market Potential of 2G/ 3G with a breakdown of Rural, Urban & Highway tower and antenna requirements
 - Established a sales strategy & conducted POC trials with India's 2 biggest Operators also providing the actual field trials team
 - Build a business case for Value Based Selling maximizing profitability and also **assisted in the sales process in the first contract for over 10MUS\$.**

Thank You

Feel free to Contact:

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