

MARKET RESEARCH

# IT SUPPORT SERVICE INDUSTRY

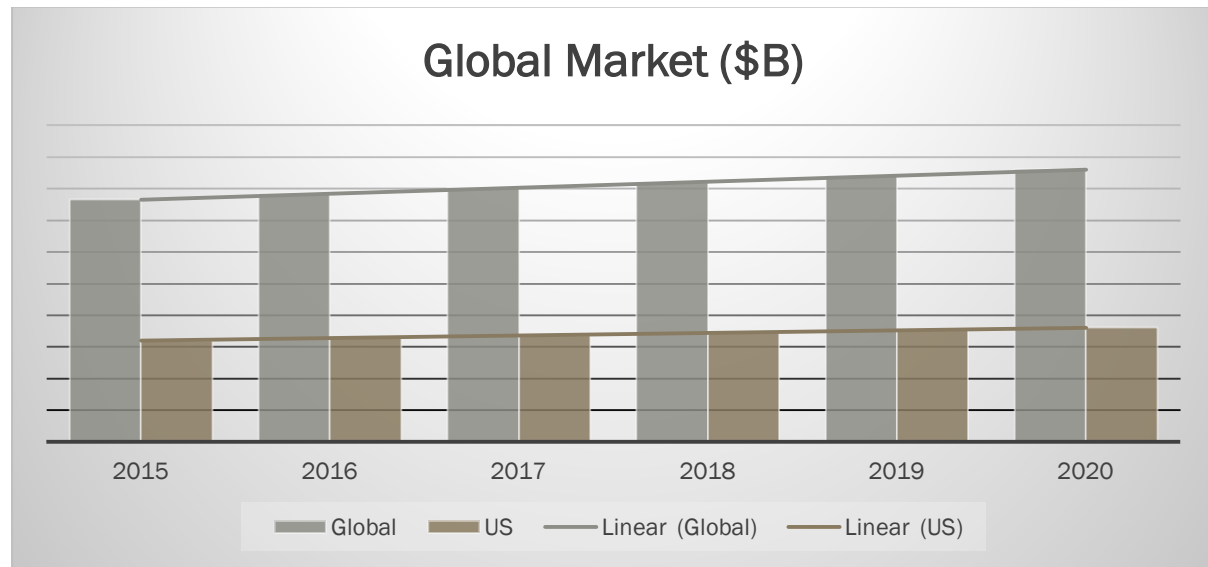
SAMPLE

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## I.T. Support Services Market Overview

- The Global I.T. Support Services is a **mature market** and it is **expected to reach \$XXXB in 2020 with a CAGR of X.X% P.A.**
- **North America dominates the industry with ~XX% share**, which was close to \$XXB in 2017.
- Technical support service market revenue for companies serving small and medium-sized businesses (SMBs) in the U.S. will grow at a XX% CAGR between 2012 and 2016 to reach nearly \$XX billion.



Research firm MarketsandMarkets predicts that the global **managed-services market will grow from \$XXXB in 2014 to \$XXXB by 2019**, at a Compound Annual Growth Rate (CAGR) of XX%. North America is expected to be the largest managed services market in terms of revenue generated, but Asia-Pacific (APAC) is expected to emerge as a high-growth market. The firm defines managed services by segment, including managed data center, managed network, managed mobility, managed infrastructure, managed communications, managed information, managed security and other managed services.

The MSP Alliance, an industry association representing managed services providers, estimates that managed services revenue generated by cloud and MSPs in North America during 2014 reached \$XXX billion. In a 2015 CompTIA study of end users, XX% of end user organizations said their businesses are currently using what they believe to be an MSP for at least one operational function.

And yet, the MSP market as best characterized today is commoditizing. Per consultancy 2112 Group's annual Channel Forecast report, "managed services profitability fell XX percent to XX percent; just a few years ago, managed services were boasting gross profit margins as high as XX percent. With the oversupply from multiple quarters, MSPs are competing on price to win and retain business, and that's driving down margins."

Based on a research by Vanson Bourne, XX% of CIOs feel I.T. management has become more complex over the last five years. For many businesses, simplifying I.T. and its support is a key goal, but one that is not easily achieved. The one-size-fits-all model does not work anymore and CIOs are empowered to spend more time innovating and driving their organization forward.

## “Sample Competitor”

**Website:** XXX

**HQ:** XXX

**Office addresses:** XXX

**Phone numbers:** 405.624.3214; +44 20 3137 2233

## Company Description

Founded in 1996, “Sample Competitor” is an all-in-one IT and data consulting firm based out of Stillwater, OK with consultants and offices positioned globally. Leveraging the talent of their consultants and partners, “Sample Competitor” aims to satisfy the varying technology needs of its clients. With years of experience, “Sample Competitor” maintains strategic relationships with industry leaders like Tableau Software, Dell and an extensive network of partners.

Employee Size	100 - 249
Revenue	\$34.1M
Growth	3-Year Growth - 60%

## Service Offerings/Products

### Business Intelligence

- “Sample Competitor” supports clients with Tableau Consulting and data training. It includes Data Visualization, Adoption, Architecture, Deployment




### Data Management

- “Sample Competitor” helps with Data Integration, Database Administration, and Custom Development

### IT Infrastructure

- Provide personalized IT services and solving networking challenges for small to medium business. It includes Full-Spectrum Services, Networking, Transformation, and Continuity

## Key Partners

## Value Propositions

- According to “Sample Competitor” they have partnered with industry leading solution providers to offers the know-how for any data need.

## Positioning

- The company has positioned as a personalized IT services provider solving networking challenges for small to medium business in a better way.
  - "From servers and storage to development and visualization, We do IT better."

## Awards & Certifications

- “Sample Competitor” Named Inc. Magazine's Best Workplaces of 2017
- “Sample Competitor” has been named on CRN's Solution Provider 500 List (2017)
- “Sample Competitor” received Tableau Partner Awards for 2015
- “Sample Competitor” was ranked in the Top 5 Best Places to Work in Oklahoma by OKCBiz Magazine (2011)

## Industries Targeted/Serving

- Finance, Banking, Education, Retail, Healthcare, Manufacturing, Government, and others.

## Marketing Strategy

Marketing strategies includes the following:

- SEO (Organic)
- Content Marketing (Blog, Case Study, News)
- Events
- Webcasts
- Mention in news articles

## Social Media Presence and Analysis

	Facebook	Twitter	LinkedIn
Likes/Followers	2984	5655	2731
Engagement Level	High	High	High
Topics	Posts related to Tableau (general information, training, importance for business, etc.) Events (organizing and participating in events), company blogs, product information		

The company also has presence in Instagram and has 339 followers

## Content Marketing Analysis

- “Sample Competitor” has put a lot of effort in creating quality content to drive more traffic to its websites through blogs, case studies, and news.

**Themes:** Most of the blog themes are around tableau (e.g. tableau training, importance of tableau, tableau performance, etc.), importance of data analytics; while news include sharing company information (e.g. awards received, conferences, participation in events, product info, etc.).

## Events

OSU BUSINESS CAREER FAIR



WESTCHESTER TUG



MODERNIZING YOUR DATA CENTER - OKC



ALTERYX FUNDAMENTALS FOR ANALYSTS - WASHINGTON, D.C.



INNOTECH OKLAHOMA



LEXINGTON TUG



ALTERYX FUNDAMENTALS FOR ANALYSTS - DENVER



TABLEAU CONFERENCE 2017



KOSTENLOSER TABLEAU WORKSHOP IN DÜSSELDORF 12TH OCTOBER 2017



FREE TABLEAU WORKSHOP IN LONDON



2017 NORTHWEST ARKANSAS SUMMIT



KOSTENLOSER TABLEAU WORKSHOP IN ZÜRICH NOVEMBER 8TH 2017



## Webcasts

- Webcast Fridays are 20-30 minute presentations every other Friday that show off some of the work which “Sample Competitor” does. It is for clients and prospects to make them aware about their work.

## SEO Keywords and Analysis

### Organic Search

Organic Keywords	2968
Est. monthly clicks	22.3k
Backlinks	200

Sl. No.	Top Keywords
1	99 uptime
2	restore partition table
3	mstsc remote desktop connection
4	recover partition table
5	promote server
6	promote member server to bdc
7	promote domain controller
8	windows xp updates failed
9	tableau tips
10	promote domain
11	best tableau training
12	99.95 uptime
13	tableau consulting
14	transfer domain roles
15	mstsc help
16	mapping address in tableau
17	mstsc exe
18	windows logon theme
19	mstsc server
20	apple vs ruckus
21	step an ova center
22	password manager windows xp
23	mstsc.exe
24	change logon background
25	logon script printers

### Paid Keywords

Paid Keywords	125
Est. monthly PPC clicks	618
Est. monthly AdWords budget	\$1k

Paid Keywords	Cost Per Click	Monthly Cost
virtualization solutions	\$6.14	\$186.30
tableau	\$0.14	\$279.90
virtualization solution	\$29.51	\$64.20
virtual desktop software	\$27.09	\$191.70
virtual desktop providers	\$14.84	\$27.30

## Advertising and Campaign Themes

- Organizing Events around importance of data (e.g. modernizing data centers, data analytics); Tableau (conference, workshop)

### Tableau training ads

<p><b>Tableau Training</b></p> <p><a href="http://interworks.com/">http://interworks.com/</a></p> <p>interworks.com Become an expert by training with the Tableau Trainer</p> <p><b>3 of 9</b> Avg Ad Position <b>76%</b> in Top of Page</p> <p><b>34%</b> of Ads Served</p>	<p>Highlight</p>
<p><b>Tableau Consulting</b></p> <p><a href="http://interworks.com/">http://interworks.com/</a></p> <p>interworks.com Get help from Tableau's best professional services</p> <p><b>2 of 12</b> Avg Ad Position <b>81%</b> in Top of Page</p> <p><b>14%</b> of Ads Served</p>	<p>Highlight</p>

### Other Ads

Title	Body	Url
Tableau Consulting	"Sample Competitor" Get help from Tableau's best professional services	http://Sample Competitor/
Tableau Server	"Sample Competitor" Deploy and host Tableau Server with the Tableau	http://Sample Competitor/
Tableau Training	"Sample Competitor" Become an expert by training with the Tableau Trainer	http://Sample Competitor/
Virtualization Solutions	"Sample Competitor" Secure, reliable and scalable VDI solutions with quality support. Highlights: VDI Assessment And Planning, Pairing VDI With Physical SANs.	http://Sample Competitor/
Tableau Training	Become an expert by training with the Tableau Trainer of the Year	http://Sample Competitor/
The Tableau Experts	Get help from Tableau's best professional services partner	http://Sample Competitor/
Tableau Certification	"Sample Competitor" Get certified by training with the 2015 Tableau	http://Sample Competitor/



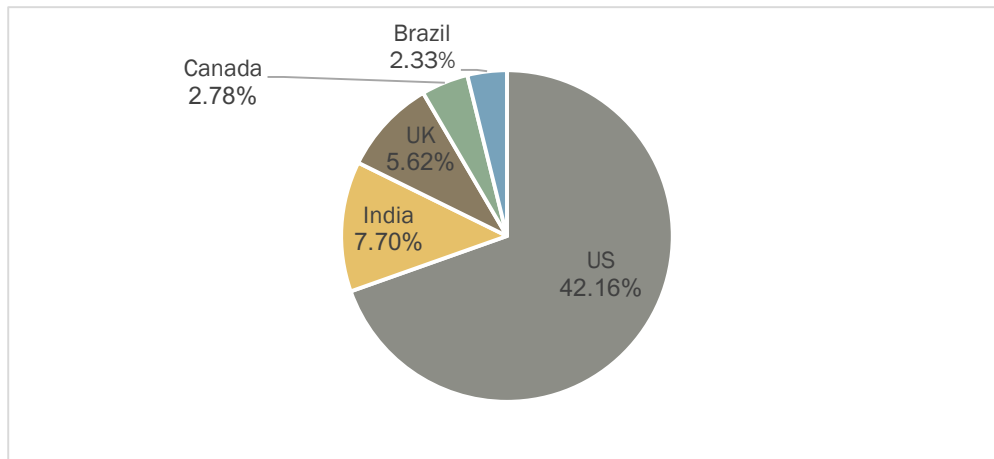
<b>Tableau Server</b>	“Sample Competitor” Deploy and host Tableau Server with the Tableau Partner of the Year Services: Hosting Environment Architecture, Continued Hosting Support. Tableau Your Data Power Tools (Free Trial) Tableau Training Tableau Consulting	<a "="" competitor\"="" href="http://\" sample="">http://\"Sample Competitor\"/</a>
<b>Tableau Design</b>	“Sample Competitor” Get help from Tableau's best professional services	<a "="" competitor\"="" href="http://\" sample="">http://\"Sample Competitor\"/</a>
<b>Virtualization Solutions</b>	“Sample Competitor” Secure, reliable and scalable VDI solutions with quality support. Highlights: VDI Assessment And Planning, Pairing VDI With Physical SANs.	<a "="" competitor\"="" href="http://\" sample="">http://\"Sample Competitor\"/</a>
<b>Tableau Training</b>	Become an expert by training with the Tableau Trainer of the Year!	<a "="" competitor\"="" href="http://\" sample="">http://\"Sample Competitor\"/</a>
<b>Tableau Server</b>	“Sample Competitor” Deploy and host Tableau Server with the Tableau Partner of the Year Services: Hosting Environment Architecture, Continued Hosting Support. Tableau Your Data Power Tools (Free Trial) Tableau Training Tableau Consulting	<a "="" competitor\"="" href="http://\" sample="">http://\"Sample Competitor\"/</a>
<b>Virtualization Solutions</b>	Secure, reliable and scalable VDI solutions with quality support	<a "="" competitor\"="" href="http://\" sample="">http://\"Sample Competitor\"/</a>
<b>Tableau Training</b>	Become an expert by training with the Tableau Trainer of the Year	<a "="" competitor\"="" href="http://\" sample="">http://\"Sample Competitor\"/</a>
<b>Tableau Certification</b>	“Sample Competitor” Get certified by training with the 2015 Tableau	<a "="" competitor\"="" href="http://\" sample="">http://\"Sample Competitor\"/</a>
<b>Virtualization Solutions</b>	“Sample Competitor” Secure, reliable and scalable VDI solutions with quality support. Highlights: VDI Assessment And Planning, Pairing VDI With Physical SANs.	<a "="" competitor\"="" href="http://\" sample="">http://\"Sample Competitor\"/</a>
<b>Custom VDI Solutions</b>	Cut costs and increase efficiency with VDI Schedule a demo today	<a "="" competitor\"="" href="http://\" sample="">http://\"Sample Competitor\"/</a>
<b>Tableau Design</b>	Get help from Tableau's best professional services partner	<a "="" competitor\"="" href="http://\" sample="">http://\"Sample Competitor\"/</a>
<b>Tableau Training</b>	“Sample Competitor” Become an expert by training with the Tableau Trainer	<a "="" competitor\"="" href="http://\" sample="">http://\"Sample Competitor\"/</a>
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<b>Tableau Consulting</b>	Get help from Tableau's best professional services partner	<a "="" competitor\"="" href="http://\" sample="">http://\"Sample Competitor\"/</a>

## Website Analysis

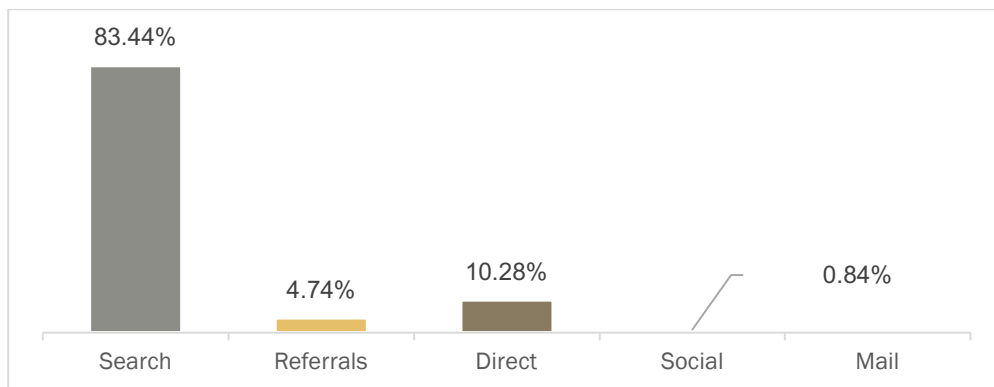
### Engagement

Total Visits	226.97K
Avg. Visit Duration	01:26
Pages per Visit	1.85
Bounce Rate	50.37%

### Traffic by countries



### Traffic Sources



### Action Buttons

The company has 5 action buttons on the landing page

- IW Culture
- Case Study
- Blog
- News
- Power Tools for Tableau