COMPANY OVERVIEW: Iguzio, located in Hertziya Israel is a next generation data management platform provider allowing for real-time synchronization of data, providing edge computing solutions.

PROBLEM STATEMENT: All markets today are being disrupted by tech innovations and the need to process and distribute data continues to grow. Today, Iguzio has a product but struggles to find what problem it is trying to solve in the market, for whom, and how to reach them.

APPROACH

1. Characterized the Market

2. Identified Client Concentration

3. Assessed Competitive Landscape

4. Explored Channel Options

ACCOMPLISHMENTS

- Researched the current landscape and the future trends of IIoT disruption in the US market
- Identified top 4 industries consisting of 11 verticals, and 30+ potential use cases across verticals
- Conducted 3 phone calls with SMEs in our network, and researched pricing models for 3 competitors
- Explored 5,000+ potential customers, 5+ direct competitors, and 100+ potential partners in the US market
- Categorized potential partners into four main groups and evaluated the pros and cons for each
- Identified 25+ IIoT Events & Conferences, their keynote speakers, and competitor attendance

RECOMMENDATIONS

- **Industry Focus:** Target industries with significant signs of IIoT adoption. Additionally, industries with fast sales cycles that are quick to change to remain competitive within their markets.
  - Connected Manufacturing is more mature and delivers tangible results.
  - Connected Transportation is natural extension.

- **Target Market:** Target on high client concentration of manufacturing (NY, CA, IL) for local sales and technical support, reducing management and overhead costs.

- **Channel Approach:** Go to market by providing an end-to-end IIoT solution – achieved through a series of strategic partnerships to complete the tech-stack.
  - Connected Equipment Providers allows reach to a broad market of small/medium/large businesses.
  - Service Integrators such as consulting firms gains access to fortune 500’s looking to innovate.