

PUBLIC SECTOR MARKET AND GROWTH POTENTIAL

Understand your total addressable market to establish a realistic growth plan.



“The best vision is insight.”

– Malcolm Forbes

To set realistically achievable public sector sales targets for your go-to-market (GTM) offering, you need to understand your total addressable market (TAM). A solid grasp of your TAM will enable you to make well-informed resourcing decisions and on-the-mark revenue targets.

Intermedium will provide you with an insights-driven view of your TAM and your market's growth potential. We will analyse the political, economical, environmental and technological (PEST) factors that influence the future demand for your GTM.

We will apply this analysis to our comprehensive database of public sector contracts data to derive the current TAM as well as its expected rate of growth to provide you with unparalleled, empirically-based, TAM estimates and deep insight into competitor activity in your chosen market.

Benefits to Your Organisation

SET INFORMED AND REALISTIC GROWTH TARGETS BASED ON IN-DEPTH UNDERSTANDING OF THE POTENTIAL MARKET OPPORTUNITY

DEVELOP SOUND GO-TO-MARKET STRATEGIES BY RECOGNISING WHICH AGENCIES TO TARGET AND WHERE TO FOCUS YOUR TIME AND RESOURCES

LEARN FROM PAST ACTUAL MARKET PERFORMANCE TO SHARPEN DECISION MAKING

ESTABLISH CONTINGENCY FRAMEWORKS THROUGH UNDERSTANDING THE MACRO FACTORS THAT COULD IMPACT MARKET DEMAND

A Bespoke Outlook Tailored For Your Market

Intermedium's market and growth potential research is tailored to your definition of what your market constitutes, to ensure you get the full picture of where your business potential lies.



Scoping

Defining the parameters – Our public sector research specialists will work closely with you to resolve your TAM research parameters, including product or service-related terms that align with your GTM offering; your jurisdiction of interest; the analysis period; and key competitors or channel partners that you would like to have a view of.



Research

Performing the analysis – Intermedium will interrogate its comprehensive public sector ICT contracts and budgets data according to the scope agreed.

We will analyse the past performance of your market, including the top agencies, suppliers and the key competitors/channels identified in the scope.

Intermedium will also perform a jurisdictional political, economical, sociological and technological (PEST) analysis to forecast your growth potential.



Assessment

Producing the forecast – Intermedium will utilise the outputs of the research phase to produce a five-year, jurisdictional-level TAM forecast. This forecast will detail optimistic, conservative and pessimistic estimates of the TAM's expected compound annual growth rate (CAGR). The assessment will be documented in graphical, tabular and narrative formats, according to your requirements.



Deliverables

Delivering the results – Intermedium will provide you with:

- The five-year TAM together with the optimistic, conservative and pessimistic CAGR forecasts
- The PEST analysis with its associated observations and specific expected impacts
- An analysis of contracts data trends with tables and graphs, including top suppliers, top agencies, key competitors and/or channels of interest
- A Microsoft Excel spreadsheet containing the contracts from which the analysis and forecasts were derived

Market Sizing Process



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