



**Open-i
Advisors**

MARKET SEGMENT OPPORTUNITIES

What parts of your current customer base are you seeing good organic success with? How can you identify the market segments you should be connecting with?

Open-i Advisors helps you identify the market segments that are key to your business success, and then assists you to build a plan to better target those segments. We ensure that you have the measurement tools necessary to identify, to better utilize your successes, and to help understand where to focus attention away from sub – optimal segments. You'll end up with a growth plan that's organic and quick to implement.

STEP 1 Identify the ideal customer/channel

STEP 2 Analyze the current customer/channel base

STEP 3 Clustering exercises

STEP 4 Vertical market research

STEP 5 Sensible growth strategy

About Us

Open-i Advisors helps businesses make smarter decisions through consulting engagements that help organizations navigate their best path to growth. Whether your organization seeks to navigate from old markets to new ones, or simply maximize its success in the Internet infrastructure market, Open-i Advisors can help.


Put our industry experience to work for you.

Contact Us

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