

# CASE STUDY: MARKET OPPORTUNITY PRIORITIZATION



FrontierView provided Company Echo with a clear, targeted resource reallocation strategy positioning Echo to double its regional revenue by 2020

## CHALLENGE

As a new-to-role executive, Echo's Head of Europe, the Middle East, and Africa (EMEA) received an aggressive 2020 target to double the region's revenue. To achieve the mandate, the executive needed to reallocate resource across 59 diverse and volatile countries investing in untapped opportunities and shifting focus away from unprofitable markets

## APPROACH

FrontierView implemented a transparent and data-driven approach to help the client manage multiple stakeholders with varying perspectives related to resourcing:

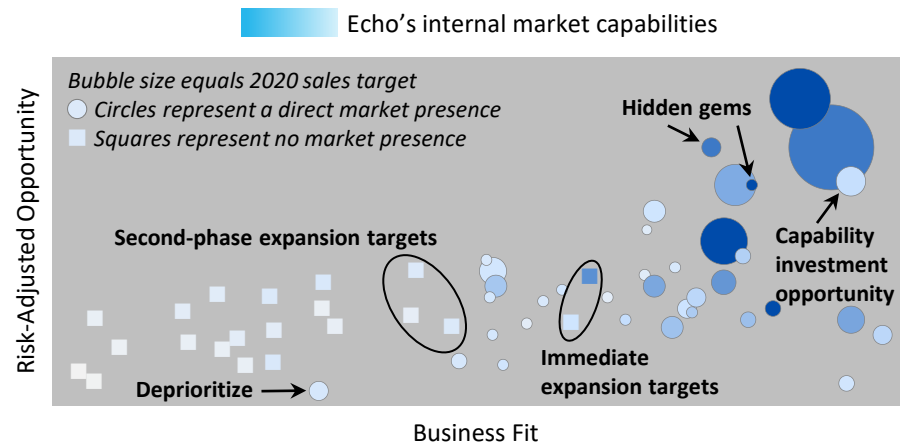
- Prioritized countries based on opportunity size, growth, and macroeconomic stability using FrontierView's award-winning FrontierView™ data
- Prioritized countries based on business fit, leveraging an internal stakeholder survey, complemented by multiple external data sources and
- Synthesized the two sets of analyses above to form targeted recommendations for achieving Echo's commercial objectives

## RESULTS

FrontierView provided Company Echo with a single, comprehensive view of market opportunity across a portfolio of 59 countries. Moreover, FrontierView recommended targeted resource reallocation strategies to enable Echo to achieve its 2020 growth mandate, including identifying hidden gems within the existing portfolio, diagnosing internal capability investment opportunities, determining immediate and second-phase market entry targets, and selecting markets to deprioritize



### Company Echo's Targeted Resource Reallocation Strategy



Company Echo

Industry Pharmaceuticals

Geography EMEA

Size > US\$ 50 billion

Relationship 6 years