



Case Study – Telecommunications Co-location

Market Entry and Feasibility Study in Indonesia

The challenge

A leading company in Indonesia providing full telecommunication services throughout the archipelago intended to add co-location centers as one of its service offerings. It sought an in-depth understanding of the industry, competitors and best practices.

The objectives of the study were to deliver a market feasibility study to inform the investment decision, and to develop a full-blown market entry strategy and roadmap, if that decision was positive.





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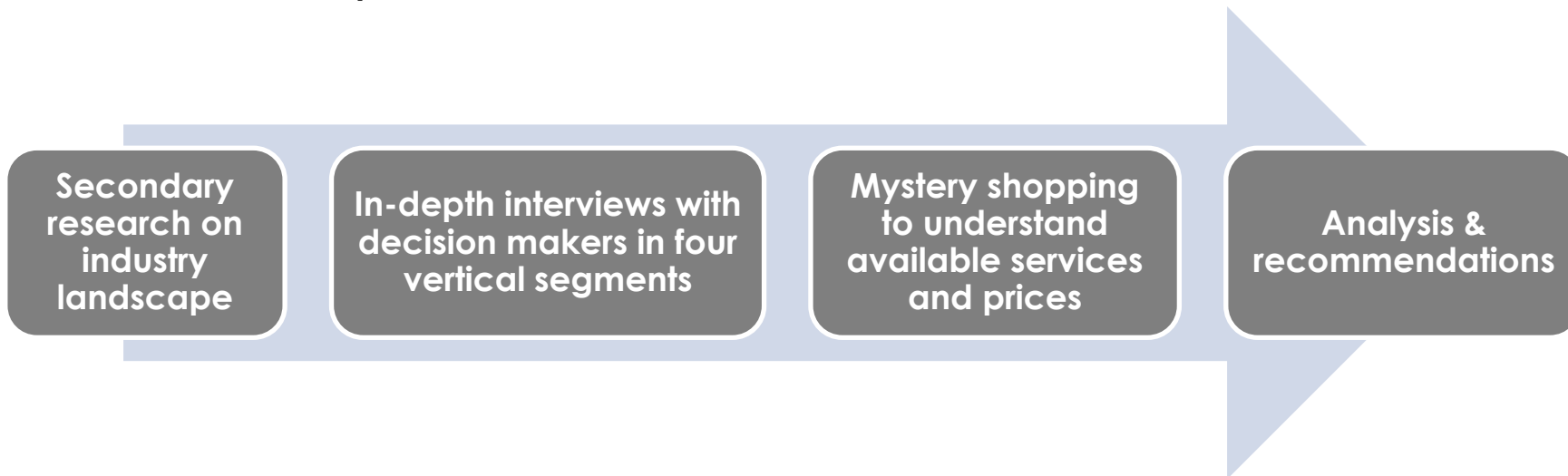
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The process

Spire undertook secondary research to understand the overall market environment of the telecommunications industry. Our consultants screened and interviewed the top players in the industry.

Simultaneously, we supplemented our analysis with information extracted from end-users in four identified market segments – fixed wireless provider, cellular providers, closed user groups and licensed value-added service providers (ISPs).

Our consultants also conducted mystery shopping, so as to gain a better understanding of the available services and prices.





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The results

Spire's findings enabled our client to decide to invest in the new service as well as develop a comprehensive market entry roadmap. The business plan that was adopted encompass both large-scale buildings and smaller yet well-developed facilities. It also offered highly competitive pricing, as well as more customized service packages.

Project deliverables included tactical recommendations on market entry to ensure 'path to success,' addressing pricing strategy, marketing collateral, after sales service as well as facility management and operational best practices.