



Background

Leading Argentinian company providing Value Added Services and Applications for Corporate and Consumer markets to several Mobile Operators in the world

SECTOR: ICT

Client Objective

Client had no prior experience of the Indian market and wanted to know whether any market exists for its products and services. To explore opportunities and meet Mobile Operators in India to gauge demand potential. To identify potential channel partner(s), who can promote their products and services across India and provide first line technical support

T&A Approach and Scope of Work

Partner Identification: Mobile Operators

- T&A conducted an in-depth research on the Mobile Value Added Services providers in India and prepared an exhaustive list of potential channel partners
- T&A identified and contacted the key decision makers / influencers in MVAS department of several Mobile phone operators in India
- Discussed client's proposition to understand their interest and demand for such products in India

Partner Identification: MVAS Players

- T&A shortlisted 60 MVAS players and identified contact details of key decision makers in each of these organizations
- T&A further contacted each of the shortlisted organizations and held detailed discussions to gauge their suitability and initial interest in promoting client's products in India

Outcome

- In Phase 1, T&A organized management meetings with 10 mobile operators during the client's first visit to India
- In Phase 2, T&A organized management meetings with 8 MVAS services providers
- On-going discussion on key technical integrations between client and 3 potential partners in India