



## Custom Consulting Services

Ideas International's (IDEAS) **Custom Consulting Services** enable clients to leverage and apply IDEAS core capabilities to their specific project requirements. These services extend beyond IDEAS standard product offerings to produce custom outcomes and deliverables that are unique to the client's needs.

Utilizing IDEAS existing data sources, deep technical research and analysis methodologies, and industry analyst expertise, our Custom Consulting Services help clients make better-informed product development, deployment, pricing, positioning, and purchase decisions. Custom Consulting engagements can be project based, retainer based, or decision-point based.

### Benefits

- » For Vendors – IDEAS Custom Consulting Services help vendors make better product development, product marketing, competitive positioning, pricing, and promotional decisions.
- » For End Users – End users can depend on IDEAS Custom Consulting Services to provide tailored insight into vendor offerings, product strategies, pricing, and discounting. Users can leverage this information to make better technology purchase decisions.

### Core Expertise/ Strengths

Our consulting expertise is built upon the comparative research capabilities that define our overall service offerings: price/performance tracking, feature/function analysis, vendor evaluation, market assessment, and strategy articulation.

We can apply our skills and resources to consulting efforts within the following IDEAS core competency areas:

- » Servers
- » Storage
- » System Software (including Virtualization and Cloud Computing)
- » IT Infrastructure Support Services



### Representative Custom Consulting Engagements

- » Comparative/Competitive Product Assessments
- » Product SWOT Analysis
- » Vendor Product Launch
- » Go-to-Market Support Services
- » Primary Research on Vendor Capabilities/Vendor Viability
- » Primary Research on Market Requirements
- » Custom Pricing Analysis
- » Regional Pricing Analysis
- » Litigation Support

### Representative Projects

- » RFP analysis of server pricing and features for a major buyer
- » Server cost of acquisition and maintenance analysis
- » Active advisory on server features development for a leading vendor
- » Detailed end-user interviews regarding blade server technology experiences and requirements
- » Strategic analysis of a range of potential storage vendor choices for a major financial institution
- » Scenario-based analysis for projecting future evolution of vendor strategies and technology trends

- » Detailed analysis of the storage service strategies of a range of vendors
- » Advice on choosing between Linux, UNIX, or Windows for a number of end-user application environments
- » Direct marketing advice to software vendors on how best to develop, position, and market their system software offerings
- » Detailed end-user interviews regarding virtualization plans, experiences, and requirements

### About Ideas International

Ideas International (IDEAS) is the leading global supplier of comparative intelligence on enterprise IT infrastructure. Servicing both IT vendors and large-scale IT users, IDEAS products focus on: servers; storage; virtualization and consolidation; and software and infrastructure services. IDEAS online

products are backed up by expert industry analysts who can also deliver specialized advisory and consulting services.

For more information about Ideas International, please visit:

[www.ideasinternational.com](http://www.ideasinternational.com)



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