CASE STUDY:
SYMANTEC MARKET RESEARCH

# Spot trends in the market before your competitors do and align market intelligence across your organization.

## Here was the challenge.

The rapidly shifting nature of Symantec's marketplace made it difficult to get a clear picture of fast-changing competitive shifts and evolving customer needs. Also, internal silos made it hard to share intelligence from multiple sources. Symantec wanted to give their marketing and sales teams one consolidated, complete market view for key solution areas to enable go-to-market planning and execution.

As market research and intelligence was collected around the company, it was difficult for sales and go-to-market teams to read and distill all the data. They had a hard time discerning which research was useful to get an overall view of any one of Symantec's product or solution categories. In addition, constantly shifting external changes made it even more difficult to get a "single view of the truth" in real time.

## So how did they address it?

The company decided to create a new conduit for aggregating market research and intelligence about Symantec's solution areas. This new tool would help them align and consolidate around a common view of the company's competitors, market dynamics, and customer needs.

## What did Pearson & Co. do for Symantec?

We interviewed product managers, product marketing, sales reps, and channel marketing, as well as compiled analyst research, competitor websites, industry publications, and Symantec primary research to identify market shifts, competitive moves, and changing customer preferences. Then, we analyzed the data for inclusion, edited for concision, and formatted for usability—creating a series of TrendTrackers that captured the most relevant trends.

## What happened?

Go-to-market teams told us the TrendTrackers helped them plan better with up-to-date information about Symantec's competitors and customer needs in their specific solution categories.

## Now, here's what YOU need to do.

If you need help making sense of your changing market landscape, call Jenée Difu today at 408.540.5305. Or, if you'd like to explore additional best practices in demand generation and sales enablement, click here.