

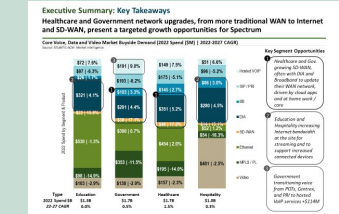
CASE STUDY

ATLANTIC-ACM conducted an extensive Market Sizing exercise for a large business services provider looking to a market opportunity analysis to inform its go-forward product strategy

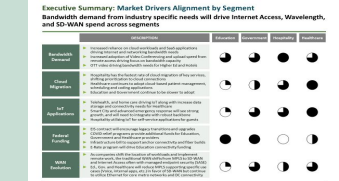
APPROACH

ACM leveraged its quarterly tracking of public and private U.S. carriers, census data, and other resources to build a national product forecast

ACM combined interviews with industry insiders, economic and technical reports, and survey data to point out fundamentals driving market growth



ACM partnered with the client's analytics team to identify key volume metrics and specific characteristics to use as anchor points for opportunity sizing



PROJECT
Vertical Size Analysis by Product

CLIENT
Large Business Services Provider

OBJECTIVES

- Product market revenue and volume estimates
- Current competitive positioning and growth trends by product market
- Revenue and volume forecast by customer size
- Revenue and volume forecast by customer size

OUTPUT

ACM provided the client with a comprehensive view of future revenue opportunities and an in-depth discussion of market forces driving growth

