



**PROJECT**  
Vertical Size Analysis  
by Product



**CLIENT**  
Large Business  
Services  
Provider



**OBJECTIVES**

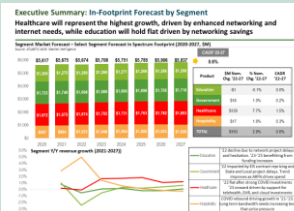
- Product market revenue and volume estimates
- Current competitive positioning and growth trends by product market
- Revenue and volume forecast by customer size

## CASE STUDY

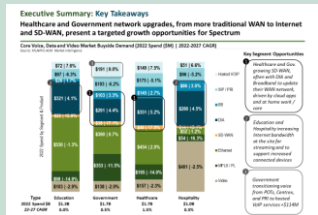
**ATLANTIC-ACM conducted an extensive Market Sizing exercise for a large business services provider looking to a market opportunity analysis to inform its go-forward product strategy**

## APPROACH

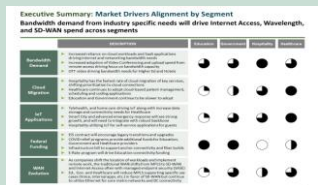
ACM leveraged its quarterly tracking of public and private U.S. carriers, census data, and other resources to build a national product forecast



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



## OUTPUT

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

