

Competitive Intelligence & Product Development

David D. Miller
Chief Operating Officer
BlueSky Broadband, Inc.



Definition

The study of your competitors for the purpose of improving your organization.



Two levels of research

Macro Level

- Overall picture of the competitor & how they relate to the environment

Micro Level

- Focused study of the product or service you're competing against



Macro Level

Organization

- Type - Corporation? Partnership? Public?
- Culture
- Customer Support
- Ownership



Micro Level

Target Market for Competitor's Product

- What you think it is
- What they think it is
- What real customers think it is



Micro Level

Target Market for Competitor's Product

Features for their product

- Bells and Whistles
- Installer
- Help Files
- Utilities
- Conformity to standards/regulations
- Usability
- Quality
- Customer opinion



The goal of all this?

Better Organization, Better Product

- Remember, both are key to success.



The goal of all this?

Better Organization, Better Product

Product Development Stages

1. Product Idea
2. Market Research
3. Organizational Soul Searching
4. Competitor Identification
5. Competitive Analysis
6. Define Your Product
7. Organizational Change Analysis
8. Budget Reality Check
9. Product Developed



Key Concepts

When performing Competitive Analysis, it is more important to focus on the Macro Level than the Micro Level.

When doing the Micro Level, customer opinions of a specific product/feature are more important than your own opinion.

The product development process affects, and is affected by, the character of your organization.



Questions?

About BlueSky: BlueSky fixes the biggest problem with public broadband networks (Wi-Fi, etc.) -- the lack of ubiquitous access due to missing or non-scalable technology. Our patent-pending PointHome™ technology facilitates network-sharing agreements – even if the network provider and the service provider have no prior business relationship.

