



Case Study



How Riihicloud unlocked a new market with the help of EntryMapper's data-driven sales channel transformation

SUMMARY

This case study explores the case of Riihicloud, a SaaS company with a unified endpoint management (UEM) offering, who sells its product to end-customers through IT Managed Service Providers (MSPs). Riihicloud embarked on strategic market expansion using EntryMapper's approach. Riihicloud's competitive landscape is very complex, and the team was unsure how to enter into new markets and identify MSPs to target in a tailored go-to-market strategy. EntryMapper's work resulted in a detailed expansion plan, identifying over 220 high-potential MSPs and providing Riihicloud with actionable insights for successful market entry, significantly enhancing its competitive positioning and strategy in the context of an increasingly competitive landscape.

BACKGROUND

Riihicloud had been very successful in selling its product to MSPs (Managed Serviced Providers) in its core market Finland, and wanted to expand internationally to achieve required scale. However, Riihicloud did not possess the required competitive insights or market entry strategy and channel understanding to do this successfully outside of Finland. Through EntryMapper's methodical approach, critical questions regarding competitive landscapes, overall value chain and MSP segmentation were addressed, setting the stage for a comprehensive market analysis.

OUR APPROACH

Our methodology was built to achieve four main goals for entrepreneurs:



1 *Competitive landscape and value chain analysis*

Analysis of competitive archetypes and their respective value chain coverage, as well as gaps in value proposition.

2 *MSP segmentation and prioritization*

Validating RihiCloud's sales channel approach of selling to MSPs, as well as understanding types of MSPs currently in the market, and which competitors are selling to them, and ultimately developing a methodology for prioritizing high potential MSPs



3 *Deep dives into target markets*

Detailed insight into market landscape of Swedish market, including 220+ specific MSP leads to target

4 *Synthesized Strategy*

Packaging all data and insights into an investor-ready report, with detailed referenced backup data



RESULTS

EXPANSION OUTCOMES AND STRATEGIC ADVANCEMENTS



Riihicloud used EntryMapper's report to guide its expansion plan and business development, as well as to on-board new team members hired specifically for the new expansion market. Ultimately, EntryMapper was able to unlock Riihicloud's expansion market by identifying competitive gaps and sharing a detailed list of potential MSPs to target from Day 1.

IMPLICATIONS FOR FUTURE GROWTH



Riihicloud's case study underscores the value of strategic, data-driven market analysis and planning in successful international expansion. EntryMapper's tailored approach provided Riihicloud with critical insights into competitive positioning, market entry strategies, and MSP targeting, laying a foundation for growth and innovation in new markets.

REFLECTION

THOUGHTS FROM THE CEO



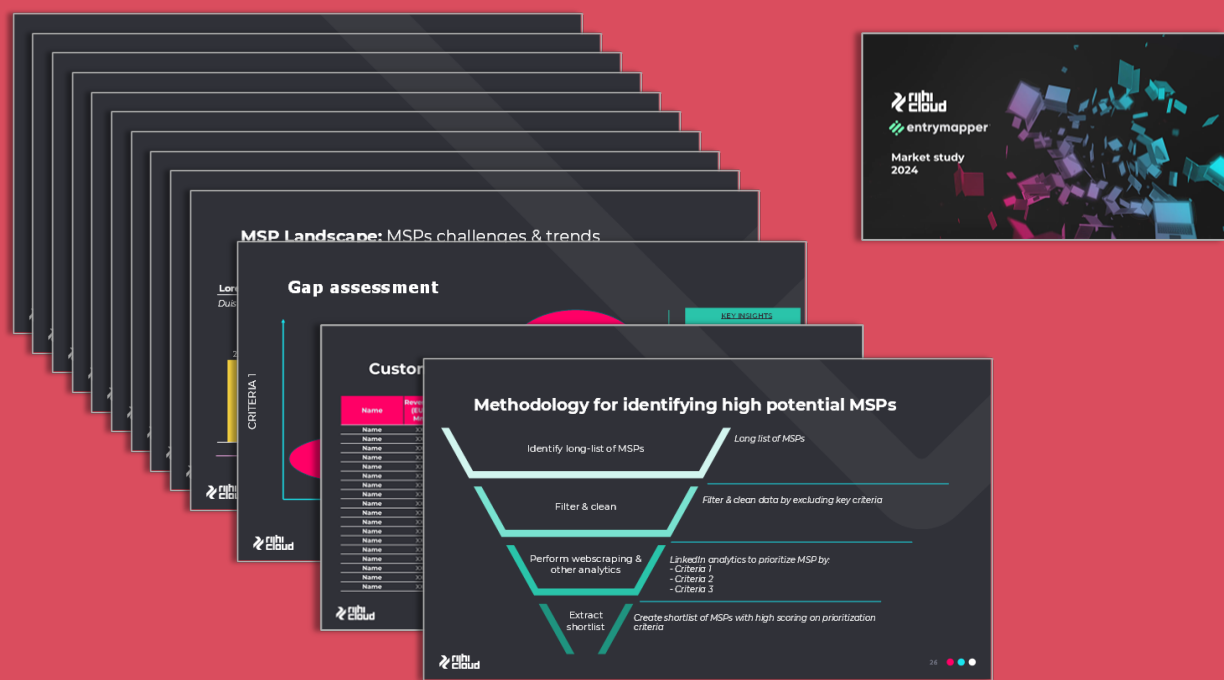
"EntryMapper's comprehensive Go-To-Market study and competitor analysis for Riihcloud have been instrumental in our strategic entry into the Swedish market. Their in-depth research provided us with a nuanced understanding of the complex market dynamics and the diverse array of players overlapping with our Unified Endpoint Management (UEM) offerings. Furthermore, EntryMapper's insights into our partner landscape of Managed Service Providers (MSP) in Sweden were invaluable, enabling us to position Riihcloud effectively amidst stiff competition. Their expertise has been a key driver in our market entry and positioning strategy."

Jouko Kukko
CEO
Riihcloud



DELIVERABLES & RESOURCES

Riihicloud's expansion guidance was packaged in a dense and insightful set of materials. These materials were handed over for Riihicloud to present to investors, team members and other key stakeholders. Furthermore, detailed backups were shared, containing the names of 220+ potential MSP channel partners to target in expansion markets.



GET IN TOUCH

Elevate your market strategy with EntryMapper's bespoke market analysis solutions. Contact us for a tailored approach to meet your market analysis needs.



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