

**B2B CONCEPT TEST  
CASE: TELIA APP MARKET**



**"THE MOST SURPRISING RESULT HAS PROBABLY BEEN  
PRECISELY WHICH SEGMENTS THIS AFFECTS THE  
MOST. WE DO NOT WANT TO SHARE THAT WITH OUR  
COMPETITORS – BUT IT SHOWS THAT EVEN AS A BIG  
BUSINESS, WE CAN BE SURPRISED BY OUR MARKET  
AND ITS DYNAMICS."**

**– TERESE SERUP, B2B MARKETING MANAGER, TELIA**



Consumers have iTunes. Businesses should have Telia App Market – applications targeted at the business community: finances, CRM, email, etc. The idea is to offer business customers one-point shopping and a cloud-based solution with a common customer service, drawing on Telia's comprehensive Nordic infrastructure. Ipsos tested the concept in order to clarify whether the market indeed sees Telia as more than a provider of telecommunication and data. Beyond cementing a clear "go" for the concept, the analysis also gave Telia concrete input as to the finalisation of the product and an actual launch strategy.



### The challenge

- Is the B2B market ready for Telia App Market – and what are the main barriers and possible shortcuts?
- What products are in demand by the various customer segments, and what is the concept's business potential?

### The payoff

*"The combination of a qualitative and a quantitative analysis has given us a highly qualified knowledge base – in both breadth and depth. The qualitative analysis yields very precise and specific statements. The quantitative analysis makes it possible to test insights against entire markets, customer segments, etc."*

- Terese Serup, B2B Marketing Manager, Telia

A few examples of the payoff:

Telia got a "go" for the concept under a series of assumptions, inter alia that there would be a critical mass in the range of applications before launching. The analysis gave concrete input into which applications various customers want, and thus which ones should be developed first. The international benchmark showed that Telia's App Market will perform above the market average and impact the Telia brand positively.

### Analysis

- In-depth interviews at Ipsos (12 items), with customers and non-customers, in order to clarify the market's maturity, in general and in relation to Telia's new concept;
- Development of hypotheses and identification of market- and concept-relevant questions;
- Online interviews (215 customers and non-customers) distributed by industry, company size and decision-maker type;
- Quantification of market potential via benchmarking of the results up to 176 comparable, previously tested concepts (Ipsos' international database);
- Integrated reporting of quantitative and qualitative results with conclusions and concrete recommendations.

### Telia's assessment

*"The analysis had great value in terms of convincing and getting the organisation involved in the concept's further development, not least because the recommendations have been so specific and solidly documented."*

*"We got what we needed. In general, Ipsos is really good at delving into our issues, and brings different approaches to how the task can best be addressed. The dialogue ended with the integrated setup that is the basis of the Telia App Market concept test."*

### Learn more

Ipsos Brand Perceptor and Censydiam are among the range of methods that help to identify market growth opportunities for specific brands. The methods' explanatory value is supported by Ipsos' global benchmarks across markets and products.

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