

# Marketing, Market Research & Market Trends

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Yes!Delft, 20th of May 2016



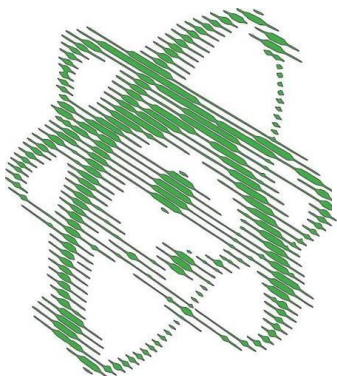
Rijksoverheid



**FOX IT**

FOR A MORE SECURE SOCIETY

**POWERDNS**  **POWERDNS**  **POWER**





## ***NetScout Completes Acquisition of Fox Replay BV***

*Acquisition Strengthens NetScout's CyberSecurity Capabilities in Support of its Unified Service Delivery Management Strategy*

October 03, 2011 04:05 PM Eastern Daylight Time

WESTFORD, Mass.--(BUSINESS WIRE)--NetScout® Systems, Inc. today announced that it has completed its acquisition of privately held Fox Replay BV, a leading provider of session reconstruction and replay technology that enables organizations to perform forensic analysis of end-user actions in support of CyberIntelligence, Information Assurance, Lawful Intercept and general security practices.

Fox Replay's technology strengthens NetScout's Unified Service Delivery Management strategy by providing comprehensive end-user session reconstruction and visual replay of an end-user's activities showing an analyst exactly what the end user saw.

Financial terms of the transaction are undisclosed. The transaction is expected to have insignificant impact on earnings per share in fiscal 2012, and to be accretive in fiscal 2013 and beyond, on both a GAAP and non-GAAP basis.

Fox Replay BV  
has been acquired  
by NetScout



[www.netscout.com](http://www.netscout.com)

FoxReplayAnalyst  
LIVE

FOXP



X®



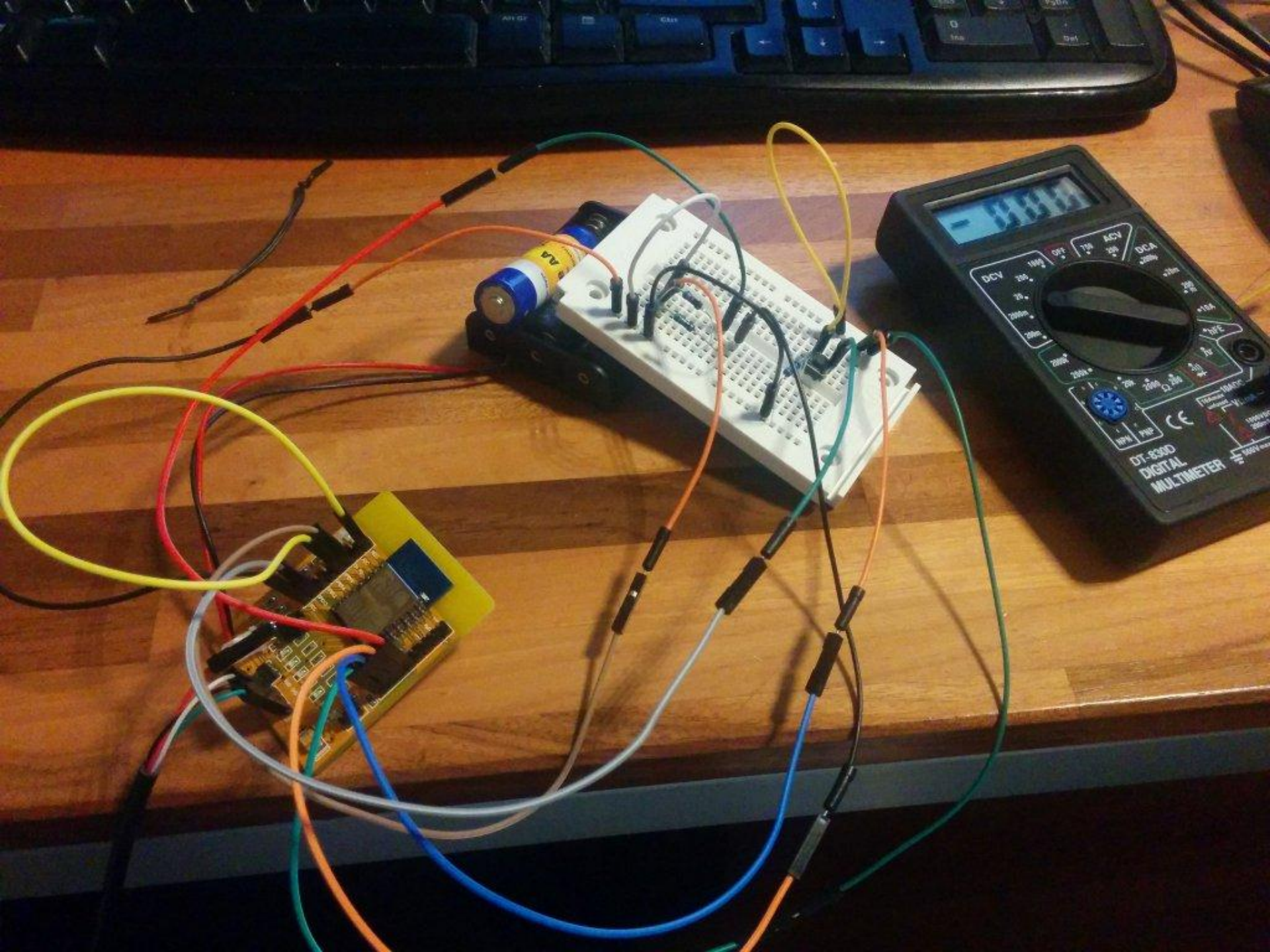
WHD.global 5



**We need you more than  
ever**

thank you





**Technology that works**



**Product or service that  
solves a problem that  
people feel they have**

Product that **CUSTOMERS**  
**BELIEVE AND TRUST** will  
solve their problem

**“Marketing is everything that happens to make the potential customer feel you are the right place to spend their money to solve their problem”**



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**NIKE**  
JUST DO IT.

**Panasonic**  
ideas for life

**TESCO**  
Every little helps



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**MAXFACTOR**  
THE MAKE-UP OF MAKE-UP ARTISTS



**Marketing is about  
feelings**

**Marketing is taking away  
“objections”**

**Because: it very easy to  
reject something new**

# **Who is your audience?**

Needs to be answered



# What is YOUR identity?

That matches with your audience(s)

But:

Do actually pick a coherent story: “cheap, high quality, lots of features, great service” is not

# **Common pitfall: the right story for the wrong people**

“Makes everybody go ‘meh’”

# **Marketing is about feelings**

“We like to do business with companies that look like we should do business with them”

-or-

“I can see myself buying from these folks”



# Marketing does NOT sell

Super good marketing does. First task of marketing: open the door  
or

“Don’t worry that your website isn’t as spiffy as that of the competition”

# Summary

- Who is your audience?
- What is your identity & story that goes with those (few) audiences
- **Make sure you look like that**
- Don't overdo it: marketing doesn't sell
- **Together: marketing opens the door for sales**

# **Market trends**

Your best friend.. That is very hard to “get”

**“Skate to where the puck  
is going, not where it has  
been.”**

Old, trite, but still true

**“Your idea will take a year  
to make and another year  
to become popular”**

Don't solve the problem people have  
TODAY

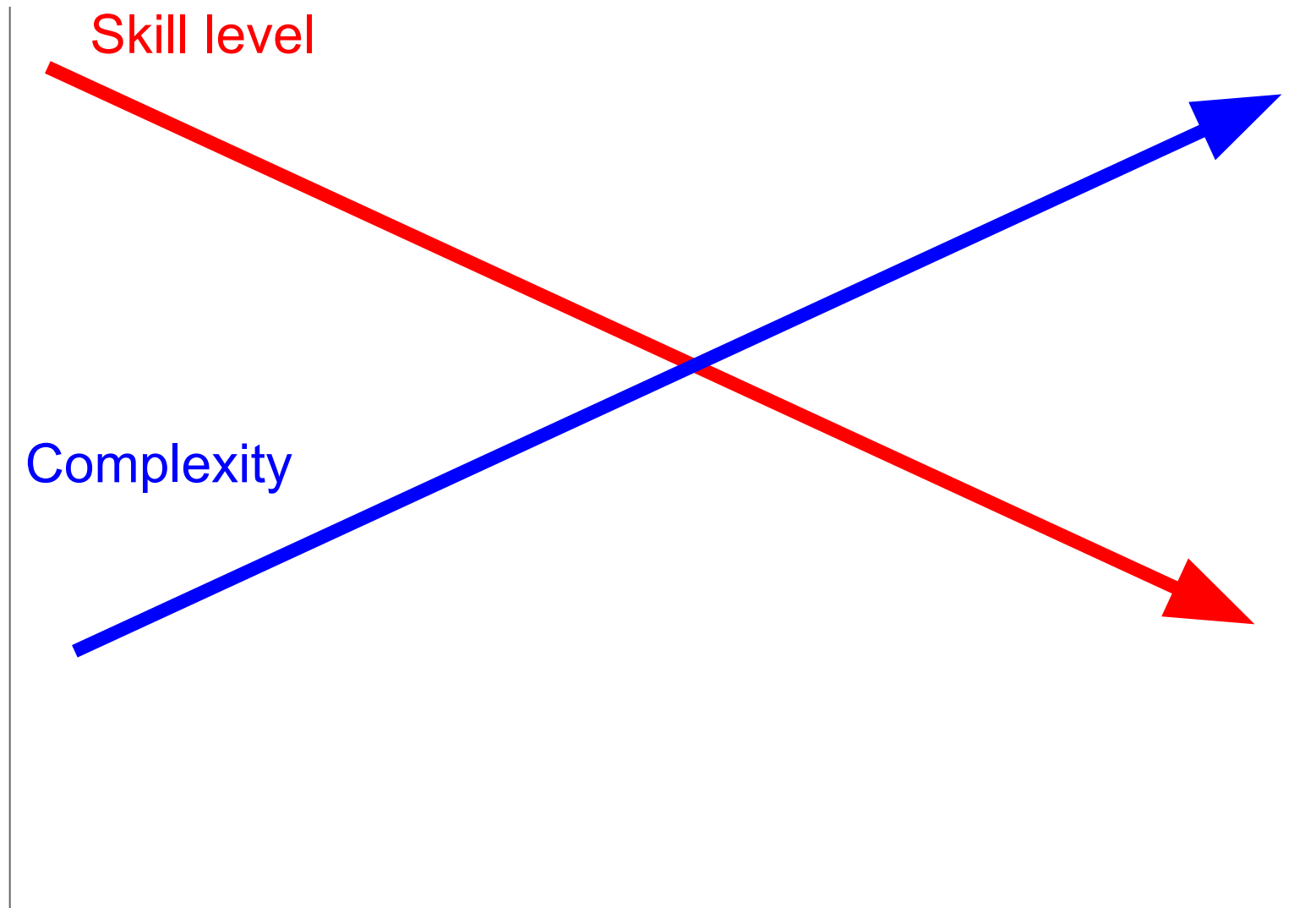
**“Competition worked on  
‘nuclear grade security’,  
we realized customers  
wanted easy ‘ok’  
security”**

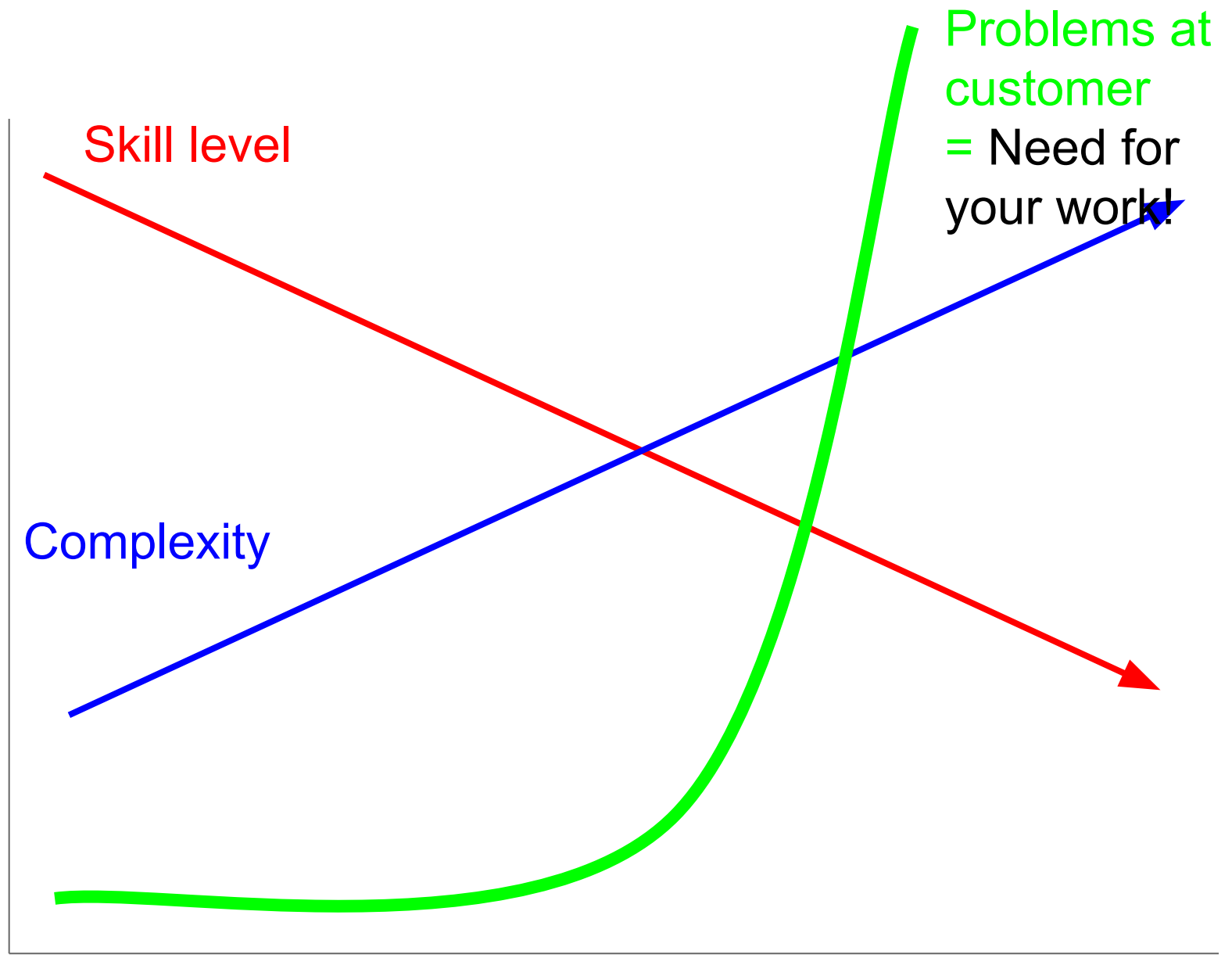
- fighting the wrong battle -

or

- and now we have 97% market share -





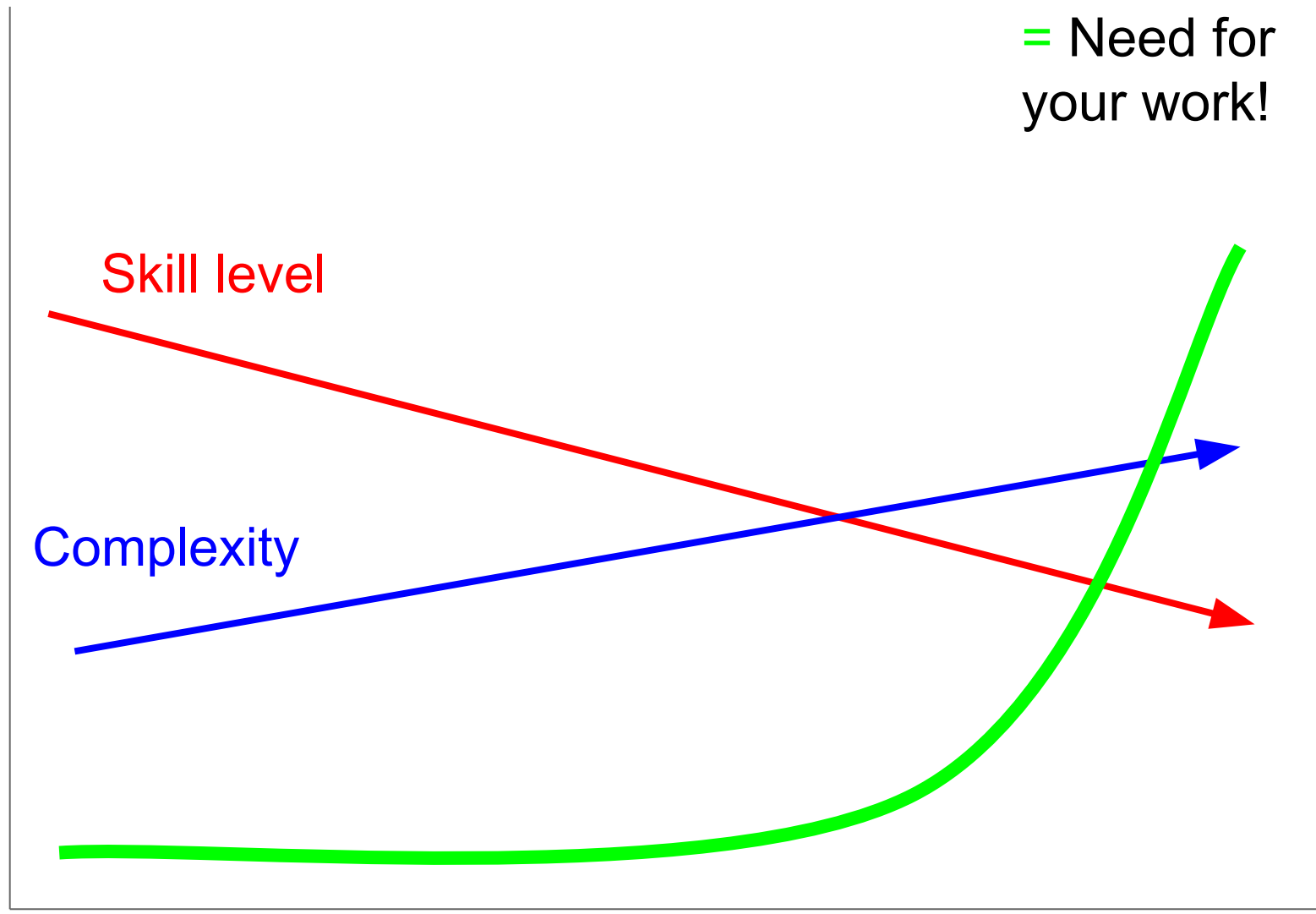


Skill level

Complexity

Problems at customer  
= Need for your work!

Problems at customer  
= Need for your work!



Skill level

Complexity

# Consumer market trends? Forget it

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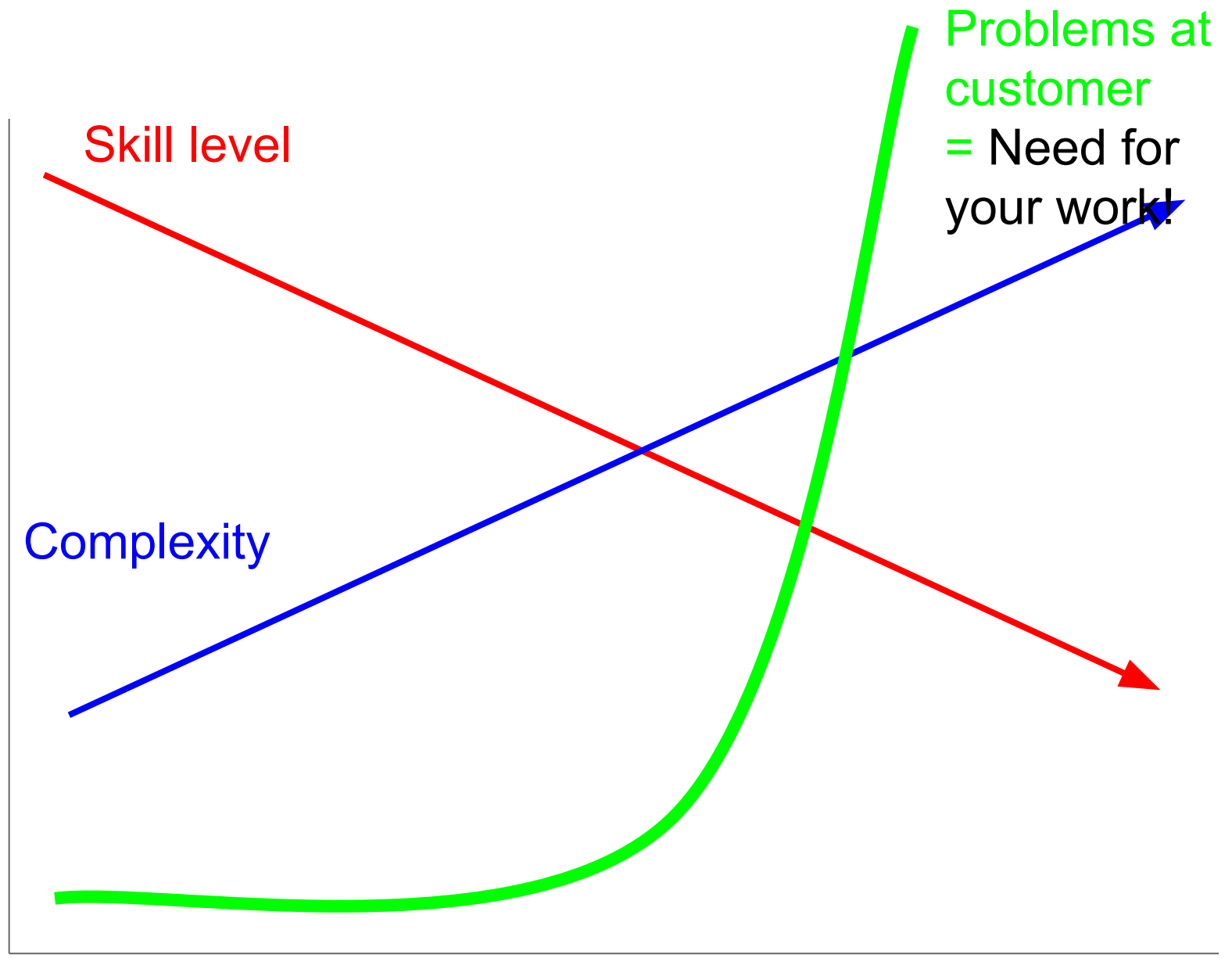
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# Macro trends: yes

- Worries about economy
- Super low interest rates
- Lots of boredom
- Money spent on smartphones decreasing rapidly
- Computer security is a joke, but we bank on it
- New involvement with health, healthy eating
- Energy transition, opportunities..





**GET ME SOME OF THOSE  
MARKET TRENDS!!1!**

Sorry. Takes decades.

“Bubbles generally are perceptible only after the fact. To spot a bubble in advance requires a judgment that **hundreds of thousands of informed investors have it all wrong**. Betting against markets is usually precarious at best.”

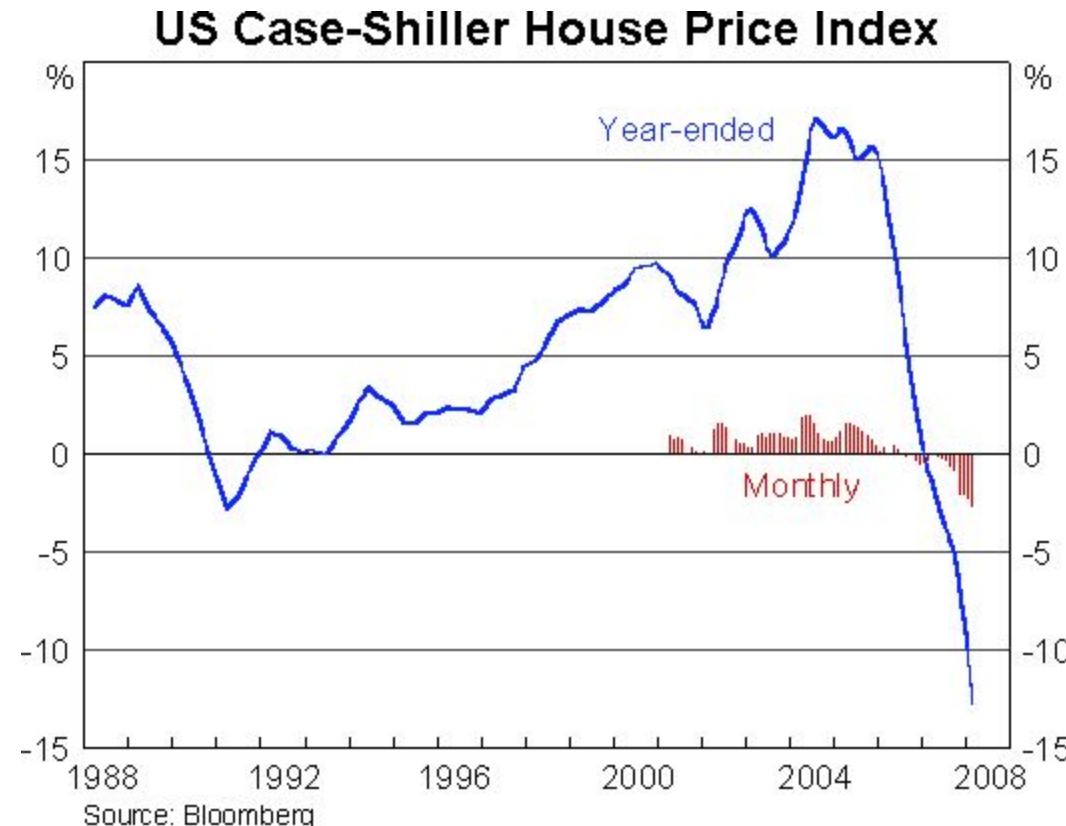
- Alan Greenspan (June 1999)

While local economies may experience significant price imbalances, a **national severe price distortion seems most unlikely** in the United States, given its size and diversity.

- Alan Greenspan (October 19, 2004), playing down the threat of a national housing bubble.

I really didn't get it until very late in 2005 and 2006.

- Alan Greenspan (September 2007),  
"Greenspan says didn't see subprime storm brewing"





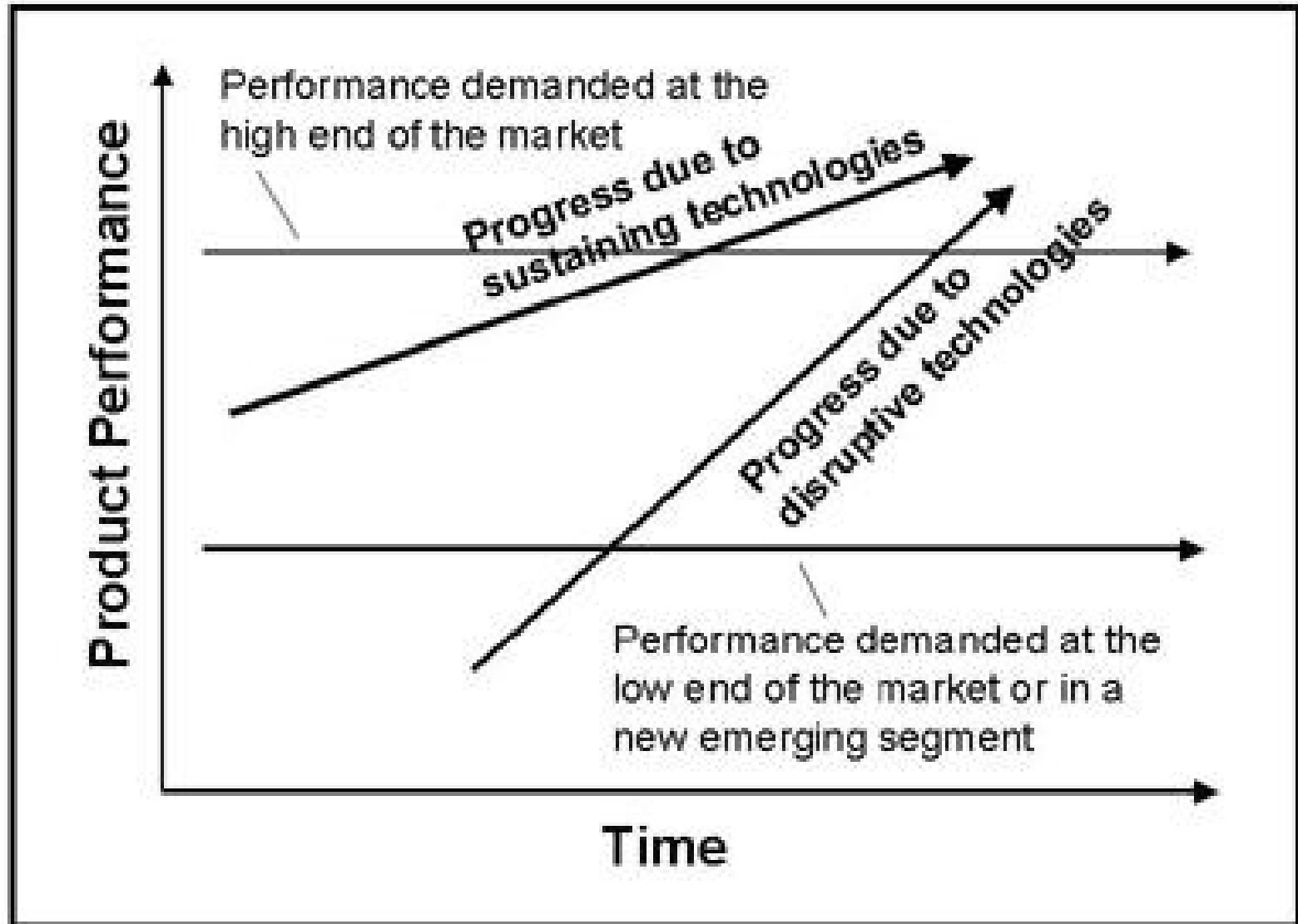
**Find experts, visit  
conferences, read  
“visionary marketing  
stuff” for inspiration**

But really, find experts. You'll find they will be glad to help you. Finally someone that listens!

**Trends are your friend.  
Because your one asset  
is CLOCK SPEED**



# The Innovator's Dilemma



**Remember your  
marketing “identity”?  
Your only credible claim  
is that you can iterate  
faster**

This, combined with market trends, is what  
gives you a fighting chance

# Summary

- Market trends are extremely powerful when they interact
  - “An explosion”
- “The public” and even most experts don’t see them coming
  - You definitely won’t
- **Consult experts, listen to their stories**
- Iterate faster than competition to “go with the trends”

**ASSIGNMENT TIME!**

- Take your idea, search REAL hard if it is happening somewhere else already
  - are there huge price differences?
  - can you explain why it is happening there and not here?
- If your idea is not happening, WHY NOT?
- What determines costs for your idea?
  - Find component costs, compare other countries
- What determines \*features\* for your idea?
  - Who makes the ACTUAL stuff?  
(compare e-bikes)

- If you have no idea:
  - Cheap hearing aids for Western Europe (500 euro a piece!)
  - Modern traffic lights without huge controller, cloud controlled, priority access via smart phone
  - Telemedicine so experts can be consulted without referring/moving patient to a specialist
    - Calibrated cameras, remote measurements
  - DNA micropore sequencing to determine best antibiotic while-u-wait

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