



RBSC Reports

Fall 2012

From the Editor

Hello!

This is the inaugural issue of my quarterly newsletter, *RBSC Reports*. I'll share insights from recent projects, research tips you can use, and blog highlights.

The Winter 2013 issue will appear after the New Year, so warm wishes to you and yours for a great holiday season.

Best regards
Judith Binder

In this Issue

From the Editor

Insights

Research Tips

From the Blog

Contact

Insights

Globalization continues to create new opportunities – your assumptions might need an update.

A multinational information technology manufacturer wanted to identify new potential suppliers of a component used for curing/drying ink. We identified and screened about 50 manufacturers based on their capability and capacity. Many of them didn't exist three years ago. Our study verified the client's hypothesis about changes in the supplier landscape and showed how to strengthen their purchasing position.

You can teach an old cash cow new tricks.

A plastics manufacturer looking for a growth opportunity wondered if their products could be repositioned for building and construction. We identified new applications, developed market size estimates, and surveyed competitors for the same application. We developed potential customer contacts to wrap up the project.

Bottom-up sizing is a great reality check on hype.

Although "the web of things" has gotten a lot of press, a government agency wanted to quantify the actual production of embedded devices with built-in network connections to outside systems and project trends from this baseline. [We used our proprietary bottom-up analytical framework](#) to frame the baseline and forecast trends.

From the Blog

[Fiber Optic Buggy Whips?](#)

Over the past few months, I've developed market data for several network infrastructure projects. It's made me wonder where all this is going.



The market for business broadband connectivity is very robust. In recent interviews I learned that network fiber and cabling equipment and services are a growing market despite the hype around mobile.

Research Tips

Don't you just love PowerPoint? Have you ever tried to match colors from several sources, or just get some graphics to be that same shade of deep purple?

Pixie is a free tool that can help – it will report the exact red-green-blue color codes from any image.

<http://www.nattyware.com/pixie.php>

Ethernet/fiber upgrades are big business. Cablecos are quick to tell me that coax isn't the only game in town...many offer high-capacity Ethernet/fiber solutions with aggressive pricing vis-a-vis telcos. [more](#) ...



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