

Competitive Profiling and Analysis

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Project Description

The objective of the proposed project will be to research and investigate key Tivoli competitors for the purpose of building competitive intelligence for Tivoli strategy. Competitors will be investigated by thorough financial analysis and other research as necessary with the goal of creating a comprehensive view of the Tivoli ecosystem and competing offering structures.

The project will seek teams of students to work on the research and analysis under the direction of faculty advisors. Each student team will focus on a group of competitors in a pillar solution area (Storage, Security, Performance and Availability, or Configuration and Operations Management). Tivoli will provide the set of competitors and other organizations for research. In order to provide a view that is complete and consistent, the teams will follow a single financial analysis model to be agreed on by the student teams and faculty advisor.

This project has 2 faculty advisors to ensure that both the financial analysis and the strategic marketing analysis are thoroughly executed.

The goal of the project is to gain better understanding of Tivoli's competitors for benchmarking and understanding the competition and the market.

Students involved in the project will gain knowledge of Tivoli's market and have exposure to the software industry and the experience of working with a corporate strategy team on a research and analysis objective. Involvement in this project will help students to see how in depth competitive analysis can help Tivoli plan strategically to win in the marketplace.

Long Term Impact

Market intelligence is critical for a strategy team to understand the competitive environment in developing future strategy. This project will provide thorough investigation of Tivoli's selected key competitors.

Student skills requirement:

Students should be marketing concentrations with strong financial and analytical skills.

Faculty Involvement

Tivoli requires involvement of 2 University of Texas MBA Professors (1 to guide the financial requirement and 1 to guide the marketing strategy requirement) to advise and provide direction and insight to the student teams. Faculty advisors will provide an orientation to describe the project and work with the students to arrive at an agreed format for the analysis and final paper.

Milestone Dates:

This is a 1-semester project to be completed by April 2002

Meeting to introduce expectations, financial model, analysis format: January 2002

Research and data collection checkpoint: February 2002

Strategic / Marketing Analysis Checkpoint: February 2002

Strategic / Marketing Analysis Checkpoint: March 2002

Financial Analysis checkpoint: March 2002

Final analysis due: April 2002