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## Success Story

**Logo İşbaşı's partnership with Digipac led to a tailored UK product roadmap, unique selling points, and a one-year market entry plan.**

### EXECUTIVE SUMMARY

In a world where market dynamics are ever-shifting, it's crucial to have a clear roadmap for market entry and growth in the new market. This case study sheds light on how a market research project led by Digipac provided Logo with the insights needed for its UK market entry strategy and product roadmap. Through accountant interviews, semi-business discussions, partnership meetings, and product tests with the target audiences, we defined a target audience and unique selling points for Logo İşbaşı. Through an extensive competitor analysis, we have crafted a tailored product roadmap and robust go-to-market strategy that aligns with Logo İşbaşı's objectives.

### RESULTS

8

*Accountant  
Interviews*

3

*Micro Business  
Meetings*

2

*Partnership  
Meetings*

### ABOUT LOGO İŞBAŞI

Established in 1984, Logo Software, a major independent Turkish software company, specializes in high-end information technologies. With over 85,000 active customers across 45 countries, 1,000+ employees, and 800+ business partners, Logo is a global player. Logo İşbaşı, a division of Logo, holds a significant position as Turkey's largest local software company. With a remarkable 30% market share, it dominates the bookkeeping sector through its innovative product, Logo İşbaşı.

### CHALLENGE

Logo İşbaşı needed to navigate a blurred target audience and uncertainty in adapting its product for the UK market. The successful unique selling propositions (USPs) in Turkey might not directly apply, so our market research project hones in on defining UK target audiences and clarifying the product roadmap.



## SOLUTION

To tackle these challenges, Digipac executed a multi-faceted strategy, which included:

1. Eight Accountant Interviews: Extracting insights from UK accountants to shape Logo Isbasi's product roadmap.
2. Three Micro Business Meetings: Understanding micro-business owners' needs and their use of accountancy services.
3. Product Tests: Gathering valuable feedback and refining the product based on thorough testing by accountants and the target audience.
4. Competitor Analysis: In-depth study of competitors like Xero and Quickbox, evaluating products, features, value propositions, target audiences, market share, and pricing through professional interviews.

## OUTCOME

The partnership between Logo and Digipac yielded remarkable results. A product roadmap was developed, ensuring the adaptation of Logo's product to the UK market. This process also led to a clear definition of the unique selling propositions and the identification of the target audience in the UK. By conducting five in-depth accountant interviews, three competitor meetings, organising two productive partnership meetings, and conducting product tests with the target audience, we successfully defined a target audience and articulated unique selling points for Logo Isbasi. This, combined with a thorough competitor analysis, enabled us to develop a bespoke product roadmap and a robust go-to-market strategy meticulously aligned with Logo Isbasi's objectives, providing a one-year roadmap for successful market entry and growth.



**Sermet Fulser**  
Director,



“Recognizing the pivotal role of expert interviews, we took strategic steps forward in refining our product roadmap and positioning. Thanks to comprehensive market research and go to market strategy with the Digipac team, we now possess a deeper understanding of our competitors' products. This invaluable insight empowered us to fine-tune our product roadmap, placing us in a much stronger position with a unique selling point. We eagerly anticipate our continued partnership with Digipac as we navigate our growth journey in the dynamic UK market.”