

# THESIS - Market Entry Strategies for the Transport Network Engine Software Product in European Markets

## 1 Background

European markets present diverse opportunities and challenges for a software product company. Differences in regulations, customer expectations, competitive landscapes, and technological standards require tailored strategies for successful entry. Understanding these factors is critical for companies aiming to expand internationally.

## 2 About Triona

Triona is a reliable partner that improves our customers' daily operations through data-driven insights and efficient resource flows. Our products and expert services serve organizations within the forestry, infrastructure, and transport sectors in the Nordics.

For over 30 years, we have combined deep industry knowledge and expertise in software development to deliver digital solutions that make a real difference for our customers.

## 3 About TNE

TNE (Transport Network Engine) is a powerful system for managing road and railway networks, developed to support both national and local stakeholders. The system enables efficient data collection, editing, validation, and publishing of geospatial information related to transport infrastructure. TNE is currently used by several Nordic authorities and organizations and is adaptable to different types of datasets and workflows.

## 4 General

This thesis is aimed at one or two students. At least 50% of the work should be carried out on Triona's premises.

## 5 Objective

The thesis will develop actionable market entry strategies for TNE targeting one or more European markets. It will identify key success factors, barriers, and optimal approaches for establishing a presence and achieving sustainable growth.

## 6 Scope of Work

The work should encompass the following:

### Market Analysis

- Review existing research and reports on software adoption trends in selected European countries.
- Identify regulatory, technical, and cultural factors influencing market entry.

### Competitive Landscape

- Map major competitors and their positioning.
- Analyze pricing models, distribution channels, and customer engagement strategies.

### Entry Strategy Development

- Evaluate different approaches (direct entry, partnerships, acquisitions, pilot projects).

- Assess timing, resource requirements, and risk factors.
- Define value propositions tailored to local market needs.

### **Stakeholder Insights**

- Conduct interviews with potential customers, partners, and industry experts.
- Validate assumptions and refine strategies based on feedback.

## **7 Strategic Impact**

The possible strategic impact includes:

- Providing Triona with a clear, evidence-based approach to entering European markets with TNE.
- Enhances Trionas competitive positioning through localized strategies.
- Supporting long-term growth and partnership development.

## **8 Expected Result**

The results should be presented in a comprehensive report including:

- Market analysis and competitive overview.
- Recommended entry strategies for selected markets.
- Risk assessment and mitigation plan.
- Strategic roadmap for implementation.

## **9 Budget**

Triona dedicates a supervisor for supervision/discussion regarding requirements and functionality, as well as ensures access to work tools (computer, etc.) and a workplace.