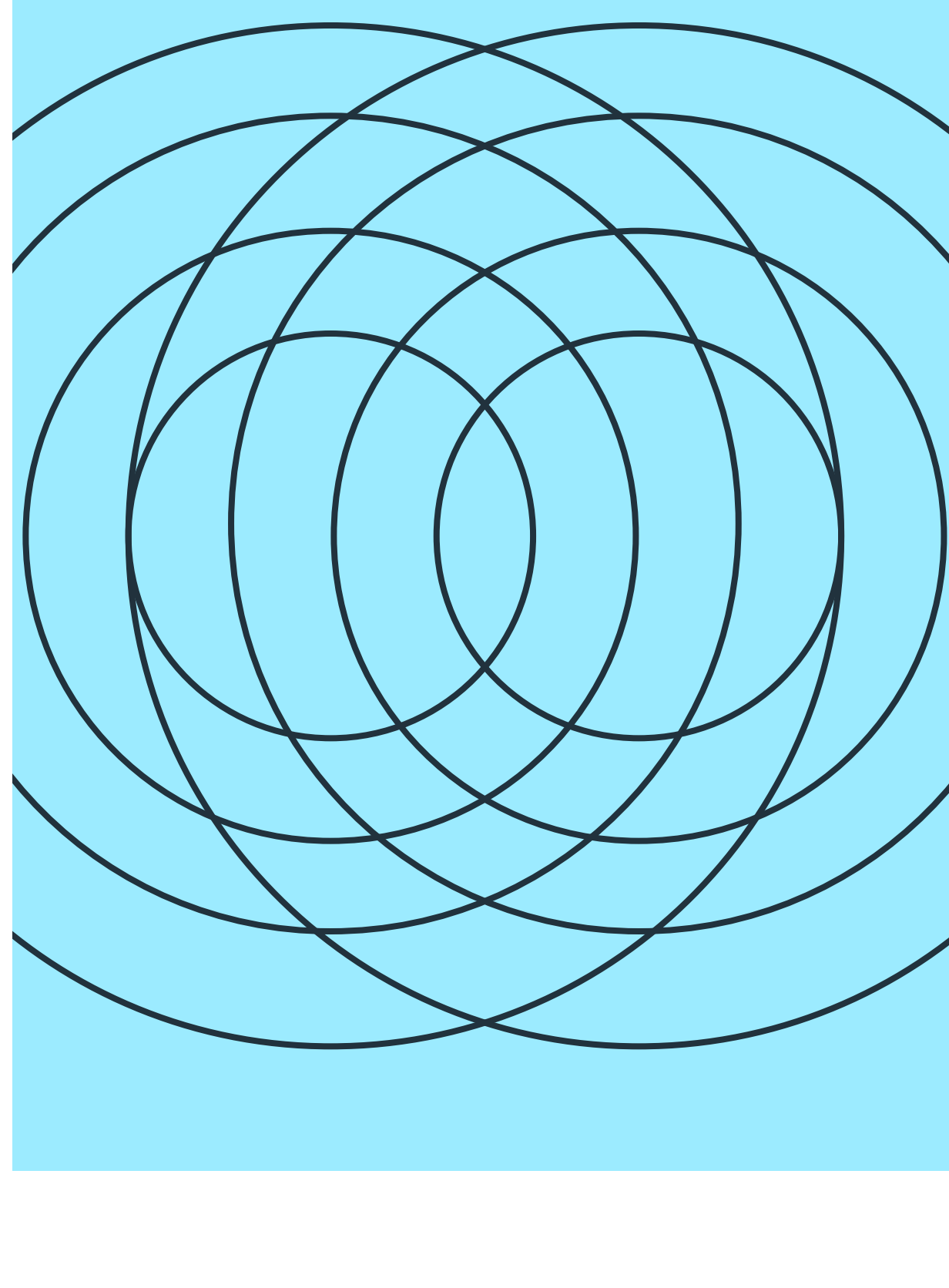


How to position quantum computing for literally any market



Want to make the most of tech's Next Big Thing? These are crucial moments.

The quantum computing wave is breaking, and it's going to sweep through every corner of the B2B tech landscape. If your business wants to ride high, now is the time to nail your positioning.

Rely on buzz and bold claims, and your voice will get lost in the hype cycle. But talk about quantum computing with clarity, credibility and character?

If you can do that, the opportunities are many. And the opportunities are huge.

\$1-2t

"Quantum computing presents a \$1 trillion to \$2 trillion use case opportunity, with rapid acceleration expected in the next five to ten years." [McKinsey Digital](#)

Meet the quantum computing vanguard

- 01 IBM has been invested in quantum computing since the 1980s. This year, it's planning to deliver the world's first quantum-centric supercomputer.
- 02 Google Quantum AI's latest chip, Willow, boasts advances in error-correction that could significantly accelerate quantum computing's development.
- 03 Amazon Web Services already offers a fully managed quantum computing service, designed for researchers and developers building quantum algorithms.
- 04 Intel wants to build a full-stack, commercial quantum computing system. It's partnering with academic institutions to create computers that solve real-world problems.
- 05 D-Wave specialises in quantum annealing, a process with the power to solve incredibly complex optimization problems. Its customers already range from global enterprises to national research centers.

Where will you make your mark?

Financial services.
Use quantum computing to optimize portfolios, predict market shifts, detect fraud and generally disrupt the financial services industry like never before.

Supply chain and logistics.
Boost the efficiency and resilience of supply chains, using quantum algorithms to transform route-planning, and quantum-powered simulations to assess and mitigate risk.

Martech and adtech.
Segment audiences in fresh ways, create truly adaptive advertising campaigns, and usher in the kind of hyperpersonalisation that marketing leaders have been dreaming about for years.

Literally anywhere else.
From CPaaS and telecoms to healthcare and pharma, quantum computing is opening some seriously exciting doors in every industry.

Could you use a quantum recap?

If you're only just learning about quantum computing, and why it's worth your attention, don't worry. [We've written an in-depth guide.](#)

How to position your quantum offering

Whatever quantum opportunity is in your sights, you'll need to cut through a sea of quantum-washing and hyperbole to convince your audience you're the real deal.

And that means finding your quantum computing story. To define the elements of your positioning, answer these six questions.

- Why must your story be told now?
- What market category do you want to be in?
- What defines your ideal customer?
- What do you help them achieve?
- What are your competitive alternatives?
- What makes you better than the alternatives?

Your answers to the six questions give you the elements of your positioning (the 'back end' of your brand, if you like), which you can then combine to craft your brand story, messaging, and creative (the front end).

[For more tips on how to do this, read the full guide.](#)

How come you're so expert, Beneath?

Beneath is a B2B marketing agency for brands that sell complex technologies or operate in complex markets. We help them tell clear, convincing stories – the kind that resonate with their target audiences and fill their sales pipelines fast.

If you want to know more, here's how to [get in touch](#).

"Beneath are invaluable strategic and creative partners. They understand our brand, keep pace with our evolution, and are at home with our level of ambition. And they always, always deliver stellar work. They're absolutely an extension of our team, and long may that continue!"

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B2B branding and marketing with depth