



# Benchmarking of Service Offerings by Competitors

Case Study

<b>Client</b>	Global manufacturer of screw compressors
<b>Industry</b>	Industrial Machinery
<b>Products</b>	Oil lubricated and oil free screw compressors

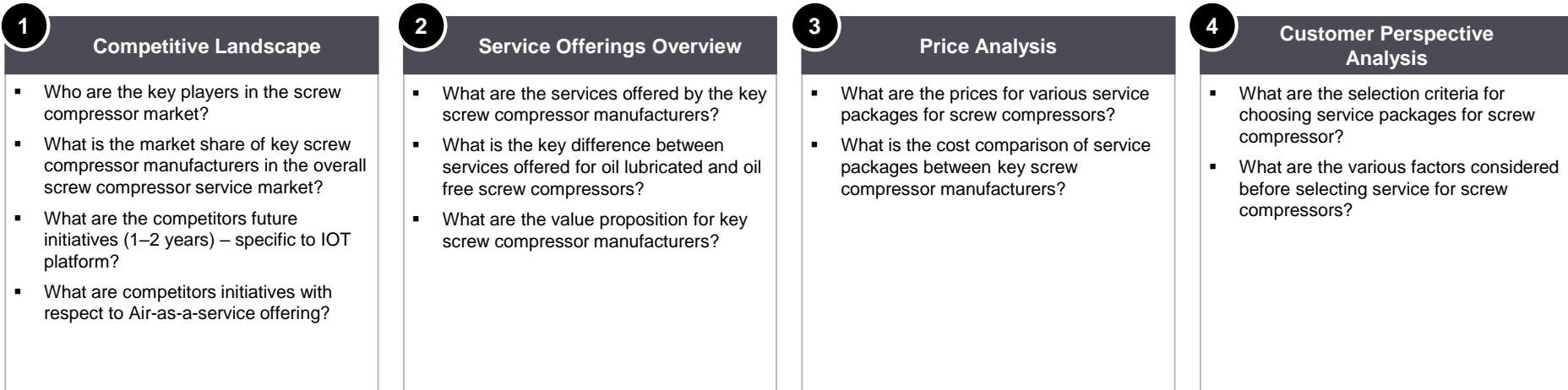
### Context

- Client was looking to evaluate the services offered by 'oil injected' and 'oil free' screw compressor manufacturers, with an objective to effectively position their service offerings and possibly expand their market presence.

### Key Business Questions

- Who are the key players in the screw compressor market? What are the future strategies of key screw compressor manufacturers in order to gain the market share in the screw compressor market?
- What are upcoming service offerings by key screw compressor manufacturers?
- What are the competitors' initiative in area of IoT and Air-as-a-service offering?
- What are the prices for the various service packages for screw compressors?
- What are the selection criteria for choosing service package for screw compressor?

### Engagement Scope



# Research Methodology

## Secondary Research

- Conducted desk research to understand the overall market for screw compressor services
- Referred company website, industry association websites, news databases, conferences and magazines.

## Primary Research

- 300+ Telephonic interviews with generator manufacturers, end-users and third party analyst
- Interviews with paid experts with 20+ years of experience

## Sample Analysis

### 1 Competitive Landscape

### 2 Service Offerings Overview

### 3 Price Analysis

### 4 Customer Perspective Analysis

# Benefits to Client

- FutureBridge solution helped the client to understand the services offered for 'oil injected' and 'oil free' screw compressor by its competitors.
- From this study, the client also understood about the future initiative of its competitors with respect to screw compressor services which help them prepare competitive strategy to gain the market share.
- FutureBridge also helped client with customer feedback and expectation from service provider to prepare customer centric service packages.

# Thank you

## **North America**

55 Madison Ave, Suite 400  
Morristown, NJ 07960  
USA  
T: +1 212 835 1590

## **Europe**

328-334 Graadt van Roggenweg  
4th Floor, Utrecht, 3531 AH  
Netherlands  
T: +31 30 298 2108

## **United Kingdom**

5 Chancery Lane  
London EC4A 1BL  
United Kingdom  
T: +44 207 406 7548

## **Asia Pacific**

Millennium Business Park  
Sector 3, Building # 4, Mahape  
Navi Mumbai 400 710  
India  
T: +91 22 6772 5700