



# Identification of sensor suppliers for potential partnership with a tier 1 auto-component manufacturer

Case Study

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<b>Client</b>	A leading Tier-1 automotive component supplier
<b>Industry</b>	Automotive
<b>Products</b>	Ceramic based sensors

## Context

- The client wanted to get a view of the global sensor supplier landscape to identify companies that can potentially partner with them for supply of Al<sub>2</sub>O<sub>3</sub>- or YSZ- (Yttrium Stabilized Zirconia) based sensors.
- Using the information, the client wanted to update their procurement and product development strategies.

## Key Business Questions

- Which of the sensor suppliers are offering Al<sub>2</sub>O<sub>3</sub>- or YSZ- (Yttrium Stabilized Zirconia) based sensors in the global sensor supplier landscape?
- In which of the regions does the supplier provide their products?
- What are their production capabilities and product offerings?

## Engagement Scope

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### Sensor Manufacturers Identification

- Which of the sensor suppliers are offering Al<sub>2</sub>O<sub>3</sub>- or YSZ- (Yttrium Stabilized Zirconia) based sensors in the global sensor supplier landscape?
- What are their production capabilities and product offerings?
- What are the various certifications and patents held by the suppliers in the automotive sensor space?

2

### Competitive Benchmarking

- Which of the suppliers are providing the sensors of desired specifications?
- Which of the suppliers have already been providing ceramic sensors to other automotive component manufacturers?
- Which of the supplier are exporting their products to client's production plant location?

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### Supplier Profiling

- What types of ceramic sensors are presently sold by the suppliers for automotive applications?
- Which automotive client are they serving currently or have served in the past?
- At what price point the ceramic sensors are offered to automotive component manufacturers?

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### Key Findings and Conclusions

- Which of the suppliers can potentially partner with the client in order to provide automotive sensor products?

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## Research Methodology

### Secondary Research

- Conducted desk research to gain an overall understanding of the supplier landscape and their product portfolio.
- Referred industry association websites, industry journals, subscribed databases, portals, press releases and industry reports.

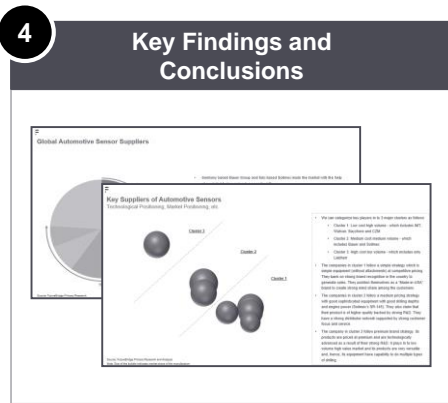
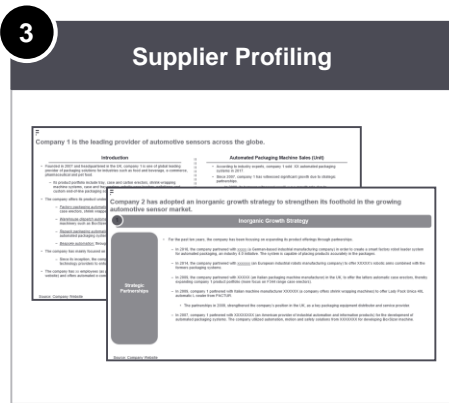
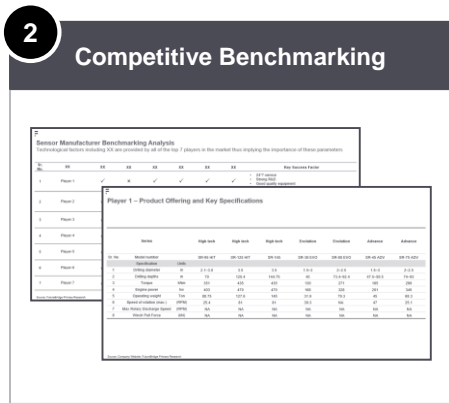
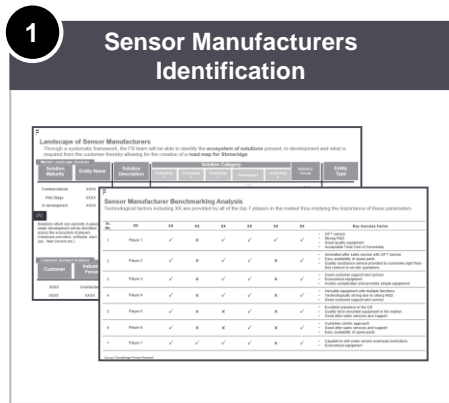
### Primary Research

- 150+ Telephonic interviews with ceramic sensor manufacturers, distributors, and industry experts across the focus regions.

## Benefits to Client

- FutureBridge presented the client with a list of key suppliers matching their requirements, and their profiles – detailing out their Al2O3 and YSZ sensor offerings, production capabilities, validation procedures, certifications, and patents held.
- The output was eventually used by the client to contact the suppliers for engagement on both supply and product development.

## Sample Analysis



# Thank you

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