Demand Assessment of Assembly Process Solutions for Key Customers

Case Study



Demand Assessment of Assembly Process Solutions for Key Customers

Client	Leading Solution Provider for Assembly Process
Industry	Automotive
Products	Software and Solution

Context

Client wants to evaluate the potential in offering solutions in the assembly process to customers, where
the customers can buy an end-result instead of products.

Key Business Questions

- What is the current consumption and types of assembly tools and services (such as software not including any maintenance support) used by the customers? What are the key challenges faced by the customers in the assembly process?
- Are customers looking to buy solutions than products? What are the demand trends among the customers for assembly process solutions in the market?
- Are assembly tools providers (Client competitors) currently offering or planning to offer any assembly process solutions?

Engagement Scope



Market Assessment

- What are the types of tools and services, and its application areas?
- What is current annual usage and customer buying behaviour of tools and services?
- Does customers are satisfied using the assembly tools and services that are currently available?
- What are the challenges faced by them with regards to the usage of tools and services in the assembly process?

2

Market Estimation

- What are the demand trends for assembly process solutions in the market?
- What are the factors that will drive the demand for assembly process solutions?
- What are barriers of assembly process solutions in the market?
- What is the expected demand for assembly process solutions in the next 3–5 years?

3

Competitive Intelligence

- Which are the assembly tools providers in the market? Are there are any assembly process solutions that are being offered by them?
- Does providers are planning to offer assembly process solutions in the market?
- What is potential in the market with regards to offering assembly process solutions?



Key Findings and Conclusion

- What is the current consumption and types of assembly tools and services used by the customers? What are the key challenges faced by the customers in the assembly process?
- What are customers looking to buy solutions than products? What are the demand trends among the customers for assembly process solutions in the market?



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Research Methodology

Secondary Research

- Conducted desk research to understand products and technologies, key manufacturers and market share
- Referred company websites, industry associations, journals, subscribed databases, portals and press releases

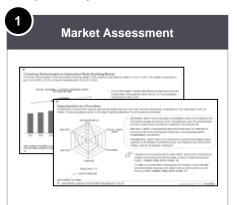
Primary Research

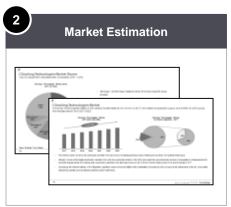
 200+ telephonic interviews with assembly process solutions dealers/distributors, endusers (customers), industry analyst and industry experts for gathering all relevant information.

Benefits to Client

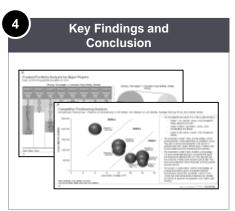
 The insights provided by FutureBridge helped the client to redefine its value proposition and also update its product development and marketing strategy.

Sample Analysis









FutureBridge

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