



Demand Assessment of Assembly Process Solutions for Key Customers

Case Study

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

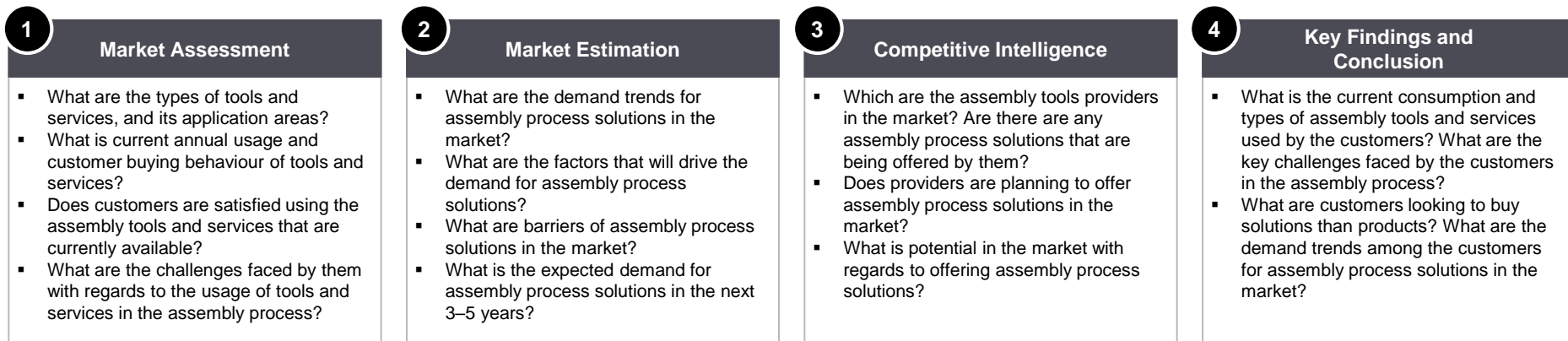
Context

- 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



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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

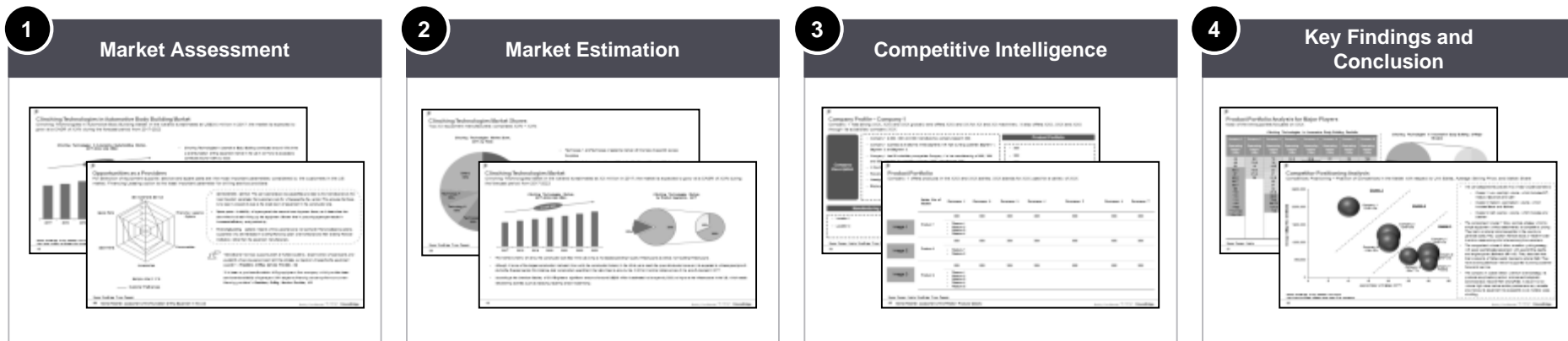
Primary Research

- 200+ telephonic interviews with assembly process solutions dealers/distributors, end-users (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



Thank you

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