





CASE STUDY- MARKETSANDMARKETS HAS WORKED WITH CLIENTS TO ASSIST THEM IN TAPPING GROWTH OPPORTUNITIES WITHIN THE HYDROGEN AREA



FOCUS AREA	DESCRIPTION / MNM EXPERIENCE	REVENUE IMPACT
 <p>IDENTIFICATION OF LUCRATIVE GEOGRAPHIES</p>	<p>HYDROGEN GENERATION IN EUROPE: The client, a multinational industrial gases and engineering company was keen to increase its market penetration for Hydrogen Generation solutions in Germany and other European countries .MnM recommended the client to tap into the petroleum refinery application segment because sulfur-content regulations have become more stringent . Recommendations by MnM was given on the captive generation mode as ammonia production facilities focus on on-site production of hydrogen.</p>	<p>> USD 800 MN OVER 5 YEARS</p>
 <p>COMPETITIVE BENCHMARKING</p>	<p>COMPETITIVE STRATEGY EVALUATION: A European chemical company, was keen on understanding the competitive scenario in the production of hydrogen gas segment. Along with the hydrogen, the company also produced synthesis gas, oxygen, olefins and others. MnM assisted the client by identifying key players in the hydrogen production market that offered products and technologies similar to those offered by the client. For each competing company, further analysis was done for identification of the strategies that were deployed and the impact of those strategies on the company's business.</p>	<p>> USD 5 MN OVER 2-3 YEARS</p>
 <p>ADDRESSING UNMET NEEDS</p>	<p>END-USER IDENTIFICATION: A leading vendor of energy storage component was interested in understanding product manufacturer preferences over specification. Client wanted to analyze the decision-making process of end-users for selecting specific energy storage technologies and vendor perception. MnM assessed attractiveness of major regions to identify the growth markets for future investment opportunities. The target customers segmented by applications and geographies and other critical parameters along with proper identification on the gaps between the customer need (demand) and the availability in the market (supply).</p>	<p>> USD 500-600 MN OVER 5 YEARS</p>
 <p>TECHNOLOGY ASSESSMENT</p>	<p>OPPORTUNITY OF ENERGY STORAGE SYSTEM: A major global manufacturer of industrial batteries was interested beyond the insights into the report on the battery energy storage system market- by battery types, connection types, ownership, revenue sources, applications, and major geographic regions. MnM assessed client's customers by segmentation and product perception mapping. We identified the gaps for the client's products positioning and forecasted the market size segmented by major geographies, type of operation, competitors and customers.</p>	<p>> USD 30-40 MN OVER 3-4 YEARS</p>