

HELPED CLIENT TAP INTO

USD 50 MN OPPORTUNITY

FOR LINEAR ACTUATORS



Client's Goals

Our client, a leading linear test actuator supplier globally, engaged Markets and Markets to gain revenues. As a part of our engagement model, we defined and solved a series of problems for the client to focus on lucrative applications. Three of the key problems solved for the client were-

- Market intelligence on linear actuator in North America, Europe and Asia-Pacific for various line actuator
- Competitive intelligence on companies operating in electric, hydraulic, pneumatic and electromechanical linear actuator
- Insights on major trends and challenges in the industry

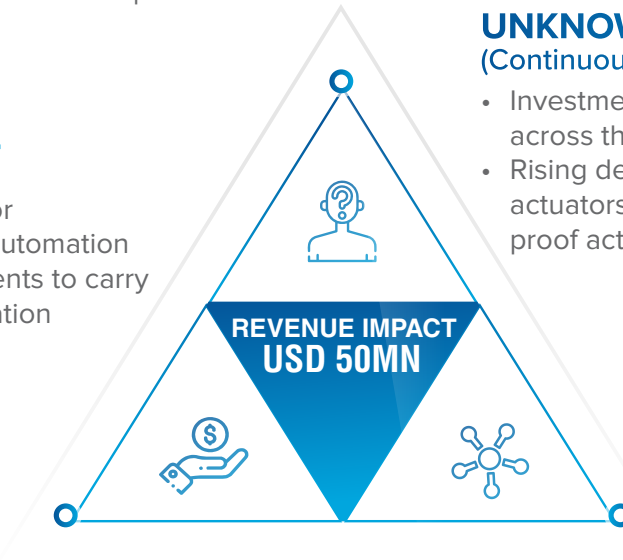
Our Approach

We provided access to KnowledgeStore, our AI-driven market intelligence platform, for an outside-in perspective on the potential of the various markets across verticals in North America, Europe, Asia-Pacific and other geographies. Further, analyst hours were used to identify opportunities available across industries, such as food & beverages, oil & gas, metals & machinery, power generation, chemicals, paper & plastics, construction, pharmaceutical & healthcare, automotive, aerospace & defense, marine, electronics & electricals, among others. It also helped in understanding the unknowns and causes of revenue shifts in interconnected ecosystem of our client, its clients, and clients' clients.

Further, similar insights were offered on different end-use application such as industrial automation, and robotics across European countries (UK, Germany, France, Italy, etc.) Our client services helped the client to make strategic decisions for generating revenue impact.

REVENUE SHIFT

- Growing demand for electrification and automation
- Increasing Investments to carry out process automation



UNKNOWNNS (Continuous)

- Investments in development of smart cities across the globe
- Rising demand for amplified piezoelectric actuators, smart actuators, and explosion-proof actuators

INTERCONNECTIONS (YYC/YCC)

- Smart cities
- Automation



REVENUE SHIFTS IDENTIFIED

Growing demand for electrification and automation has been shifting revenue sources in the interconnected ecosystem. In addition, growing investments to carry out process automation is further poised to impact the growth trajectory of the client.



INTERCONNECTIONS IDENTIFIED

Market intelligence on ecosystems related to smart cities and automation were offered to the client for identification of revenue opportunities.



UNKNOWNNS IDENTIFIED

Our engagement model helped in forecasting impacts of unknowns arising out of revenue shifts and interconnections. Insights on potential of development of Smart Cities Across the Globe were provided. In addition, information on amplified piezoelectric actuators, smart actuators, and explosion-proof actuators were also offered.

Revenue Impact

Our insights helped the client to tap into a USD 350 Mn market, with a projected market potential of USD 50 Mn within 5 years.

USD 350
MILLION | PROJECTED
USD 50
MILLION

