

UNDERWRITING DEMAND (EXECUTION OFFERINGS): SCOPE OF THOUGHT LEADERSHIP CONTENT / WHITEPAPER TARGETING TIER 1 ACCOUNTS WITHIN A SPECIFIC INDUSTRY VERTICAL

WHITE PAPERS/CONTENT



	Scope Items	Details	MnM's Role	MnM's Tech-client's Role
Energy & Utilities	INTRODUCTION / PREFACE	<ul style="list-style-type: none"> What's included and excluded within Energy & Utilities vertical? What type of Accounts and personas would be benefited by the content in whitepaper? What can the users expect from the whitepaper? 	To be owned by MnM	Not Applicable
	Major Accounts' HIGH GROWTH OPPORTUNITIES	<ul style="list-style-type: none"> What are the major trends and challenges faced by Energy & Utilities customers, globally? Which are the major Use Cases that offer high growth opportunities? – including Global Use Case TAM in US\$ (2021) and growth forecast to 2026 		
	ROLE OF NEXT GEN IT IN ENABLING Major Accounts' OPPORTUNITIES	<ul style="list-style-type: none"> How are emerging technologies such as AI, Blockchain, Edge Computing, 5G and others being adopted by end customers within Energy & Utilities? How can next gen IT solutions enable major / high growth Use Cases? – solutions include server, storage, networking, software-defined solutions, precision workstation, rugged devices and others (to be highlighted as per applicability within Use Case) 		
	MnM's Tech-client CASE STUDIES	<ul style="list-style-type: none"> At least 2 MnM's Tech-client case studies of Energy & Utilities vertical covering – Client Profile (name being anonymous), Challenge faced, Solution, MnM's Tech-client Value proposition / outcome delivered 	MnM to leverage existing MnM's Tech-client case studies / conduct interviews with MnM's Tech-client experts	MnM's Tech-client to provide existing case studies (PDFs) / schedule interviews of internal experts with MnM analyst
	CONCLUSION	<ul style="list-style-type: none"> Which are the major Use Cases within Energy & Utilities sector that can be better enabled by next gen IT solutions and what is the outcome delivered? 	To be owned by MnM	Not Applicable

Note:

1. Tier 1 Accounts' high growth / major opportunities will be in accordance with MnM's study conducted for MnM's Tech-client during Dec-21 to Mar-22
2. MnM will conduct interviews with MnM's Tech-client experts in a scenario when existing MnM's Tech-client case studies are not available
3. Interviews with MnM's Tech-client experts refer to those personnel who were involved in building / executing projects within Energy & Utilities vertical