

# Providing Solutions for Market Analysis & Sales

We provide our customers with fact-based, industry-oriented market analysis in the hydrogen and energy sectors. By combining our industrial experience, technical expertise, and cutting-edge market knowledge, our customers benefit from clear and actionable insights to make informed decisions that support strategic initiatives.

Additionally, we assist our customers in achieving success in their sales activities by tailoring our support to their industry and company-specific needs.

## Our Market Analysis Service Scope

We support informed decisions in various business areas like:

- Corporate Strategy
- Product Portfolio Development
- Investment Planning
- Growth Strategies
- Supply Chain & Equipment Sourcing



Our in-depth analyses and studies cover topics such as:

- Targeted Investment Sourcing
- Competitive Product Positioning
- Go-to-Market Planning
- Business Case Development
- Supplier Evaluation & Selection

## Unique Insights in our Markets

We continuously monitor key energy and hydrogen markets, including equipment and supply chains. For example, our daily-updated electrolyzer databank, featuring over 100 electrolyzer manufacturers and integrators, provides a unique market overview. For top-tier companies, we track in-depth details to enhance our insights.



Technical Features



Price



Scope of Supply



Guarantees & contractual commitments



Service Offering



Manufacturing Capacity



Partnerships & Funding



Project Awarded & Executed

## Our Sales Service Scope

Our sales support services are tailored to your company, industry and markets to ensure you benefit from:

- Adapted Sales Processes
- The Right Opportunity Selection
- Match Customer Expectations
- A Derisked Project Execution
- Improved Project Profitability



We drive impact in helping you create a winning sales structure and propose amongst others to work on:

- Tailored Tools for Sales Efficiency
- Key Metrics for Bid Management
- Risk & Opportunities Analysis and Mitigation
- Contracts and Commitment
- Sales Management Assistance

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## Our References

### Technical Textiles for Hydrogen

Conducted a comprehensive market evaluation of the potential for gas diffusion layers in fuel cells and electrolyzers, including a feasibility study on adapting production equipment. This involved technical benchmarking and operations analysis to adapt the production equipment.

### Electrolyzer OEM Competitiveness

Performed an assessment of a European electrolyzer OEM's product, organization, and offering attractiveness. This included a detailed comparison to its peers, highlighting its USPs and providing improvement recommendations to enhance market success rate.

### Outdoor Product Strategy

Carried out a market analysis to assess the relevance of outdoor electrolyzers, focusing on segmentation, cost-saving potential, and regulatory impacts. This comprehensive evaluation aimed to identify key opportunities and affecting design and development choices.

### Hydrogen Valves

Executed a technical and commercial assessments for European manufacturers, including product analysis, evaluation of potential markets and market volumes, and reviews of competition and supply chains.

### Electrolyzer Competitive Positioning

Conducted a competitive positioning analysis of a European electrolyzer manufacturer using our established methodology. This included competitor benchmarking, analysis success rate by identifying key areas of improvement and resulted in strategy validation.

### SF-6 Free Switchgear

A cost and technical comparison of SF6-free versus SF6 switchgears for a European electrical DSO, including the identification of procurement strategies and negotiation levers.

## Our Contacts / Experts



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**Note:** Our services go beyond those presented here. Talk to us to discover how we can support you in other areas!