**Competitive Product Benchmarking - Asset Tracking Devices** 

**Case Study** 



# **Competitive Product Benchmarking [1/2]**

Client	A Leading Mining & Construction Equipment Manufacturer
Industry	Mining & Construction
Products	Natural Gas Engines, Industrial Gas Turbines, Diesel-Electric Locomotives, Asset Tracking

#### **Engagement Scope**



- Identifying long list of key players across the globe offering asset tracking device solutions?
- What are the key characteristics of these products – price, features & capabilities?
- Basic Company details headquarters, geographic reach, product offerings, clients, etc.

#### Context

- Client wanted to evaluate competing asset tracking offerings of OEMs & other third-party providers for the construction & mining industry to effectively position and/or develop their product and expand their market presence.
- Client wanted to conduct a competitive product benchmarking with the focus on the features, capabilities & used technologies of asset tracking devices in this sector.

#### **Business Questions**

- Who are the key asset tracking device solution providers across the globe offering solutions in defined segment?
- What are their competing products? How are these products characterized in terms of price, features & capabilities?
- Are there any gaps or white spaces with respect to any features, capabilities, price points?
- Are there some unique products with respect to their capabilities or support?

# 2 Competitive Intelligence

- Benchmarking of the identified players w.r.t functional or technical parameters:
  - Features: Sensors, IP rating, impact rating, connectivity, battery type, vibration, etc.
  - Capabilities: Battery life, detection range, average RSSI, Bluetooth frequency, etc.
  - Price

## Conclusion & Recommendations

- Analyzing data with various combinations to uncover any gaps/ whitespace in any of the parameters i.e. capabilities, features, cost
- Analyzing specific mapping trends e.g. geography, applications, with different features
- Recommendation of unique products based on future products

# **Competitive Product Benchmarking [2/2]**

### **Research Methodology**

#### **Secondary Research**

- Conducted desk research to understand the asset tracking systems ecosystem, and key companies involved
- Identifying all the suppliers of asset tracking devices and their offerings

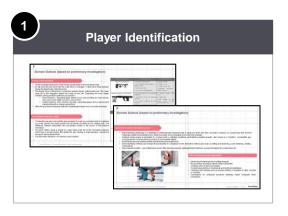
#### **Primary Research**

20+ Telephonic interviews with suppliers, industry experts, etc. focusing on asset tracking device solutions in mining & construction equipment industry

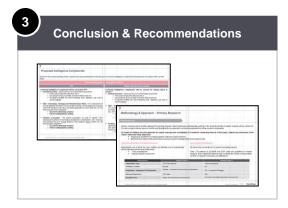
#### **Benefits to Client**

- Client got the broad understanding of the competitive products and their offerings in terms of the features, capabilities and price.
- Client was also able to identify where they were lacking and where they had their strengths in relation to their competitors
- Client was also able to determine the possible roadmaps for their competitors based on current technology and marketing activities

### Sample Analysis







# Thank you

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