



# Competitive Product Benchmarking - Asset Tracking Devices

Case Study

# Competitive Product Benchmarking [1/2]

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

## 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?

## Engagement Scope

**1** **Player Identification**

- 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.

**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

**3** **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

**1 Player Identification**

The screenshot displays a report page with a dark header. The main content area is divided into two sections, each titled 'Domain Outlook (based on preliminary investigation)'. The first section includes a list of key players and a small image of a person. The second section includes a list of key players and a small image of a person. The report is structured with bullet points and tables.

**2 Competitive Intelligence**

The screenshot displays a report page with a dark header. The main content area is divided into two sections, each titled 'Domain Outlook (based on preliminary investigation)'. The first section includes a list of key players and a small image of a person. The second section includes a list of key players and a small image of a person. The report is structured with bullet points and tables.

**3 Conclusion & Recommendations**

The screenshot displays a report page with a dark header. The main content area is divided into two sections. The first section is titled 'Key Findings & Recommendations' and contains a list of findings and recommendations. The second section is titled 'Methodology & Approach - Primary Research' and contains a list of methodology and approach details. The report is structured with bullet points and tables.

# Thank you

## **North America**

55 Madison Ave, Suite 400  
Morristown, NJ 07960  
USA  
T: +1 212 835 1590

## **Europe**

Stadsplateau 7  
3521 AZ Utrecht  
The Netherlands  
T: +31 30 298 2108

## **United Kingdom**

5 Chancery Lane  
London EC4A 1BL  
United Kingdom  
T: +44 207 406 7548

## **Asia Pacific**

Millennium Business Park  
Sector 3, Building # 4, Mahape  
Navi Mumbai 400 710  
India  
T: +91 22 6772 5700