Opportunity Analysis New Use-case Exploration Metal Forming

Case Study



Opportunity Analysis (New Use-case Exploration) [1/2]

Client	German multinational engineering and technology company
Industry	Conglomerate
Products	Mobility (hardware and software), consumer goods, industrial technology and energy and building technology

Engagement Scope

Context

 Client traditionally has been manufacturing key components for modern CVT transmissions & is looking to further leverage its capabilities into other automotive related products.

Key Business Questions

- Which products can be envisioned to benefit from client's core capabilities?
- Which markets can be addressed with these new to develop products?
- What is the market potential of such new markets?

Use-case Scouting & Competitive Intelligence

- Use-case Scouting (outside automotive & CVT) This section shall focus on scouting of various potential applications / use-cases where there could be an opportunity for Bosch to leverage it's core-competencies around metal forming and cutting, heat treatment and precision assembly.
- Solution Analysis Mapping of use-cases (from other industries) of competitors having similar corecompetencies
- Competitive Intelligence Details of the entities behind either development and/or introduction of above identified solutions

Opportunity – Benchmarking & Market Analysis

- Use-case Evaluation & Comparative Analysis In-depth analysis of opportunities (applications, use-cases) based on various factors and rank solutions based on risk / benefit analysis to identify immediate priority applications for Bosch. Detailed assessment of the following factors shall be covered -
- Target Markets (Industry, Geographies)
- Market Potential (sizing) .
- Potential Customer Base .
- Industry Challenges

Opportunity Analysis (New Use-case Exploration) [2/2]

Research Methodology

Secondary Research

- Conducted desk research to understand technologies used in Metal Forming & Cutting fine blanking, laser cutting, laser deburring, Precision Assembly – stacking, measurement and selection processes with the ability to produce high volumes with high accuracy (~1-3 µm) and maintain high quality standards,Heat Treatment – nitriding, hardening, austenizing, quenching and annealing, to understand leveraging capabilities into other automotive related products.
- Referred paid databases and analyzed patents related to modern CVT transmissions

Primary Research

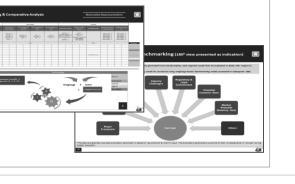
• 35+ Telephonic interviews with manufacturers, suppliers, distributors industry experts etc. **Sample Analysis**

Benefits to Client

- Based on the study and recommendations, the client had a better outlook on which products can be envisioned to benefit the client's core capabilities in the field of metal forming, precision assembly & heat treatment.
- The study enabled the client to understand in depth markets that can be addressed with these new to develop products and also the market potential of such new markets.



Opportunity – Benchmarking & Market Analysis



Thank you

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