



**Opportunity Analysis**  
**New Use-case Exploration**  
**Metal Forming**

Case Study

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

|                 |  |
|-----------------|--|
| <b>Client</b>   | German multinational engineering and technology company  |
| <b>Industry</b> | Conglomerate   |
| <b>Products</b> | Mobility (hardware and software), consumer goods, industrial technology and energy and building technology |

## Engagement Scope

**1 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 its 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 core-competencies
- Competitive Intelligence – Details of the entities behind either development and/or introduction of above identified solutions

**2 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

## 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?

# 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.



# Thank you

## **North America**

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

## **Europe**

328-334 Graadt van Roggenweg  
4th Floor, Utrecht, 3531 AH  
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