

Digital Solutions for GET Monitoring

Assessment of Digital Solutions for Monitoring Ground Engagement Tools



Quick overview

Companies offering GETs are getting influenced by digitization and other new technologies as they define future value propositions. The engagement was focused on understanding the current solution offerings, future trends, market opportunity and acceptance related to onboard monitoring technologies of Ground Engagement Tools.

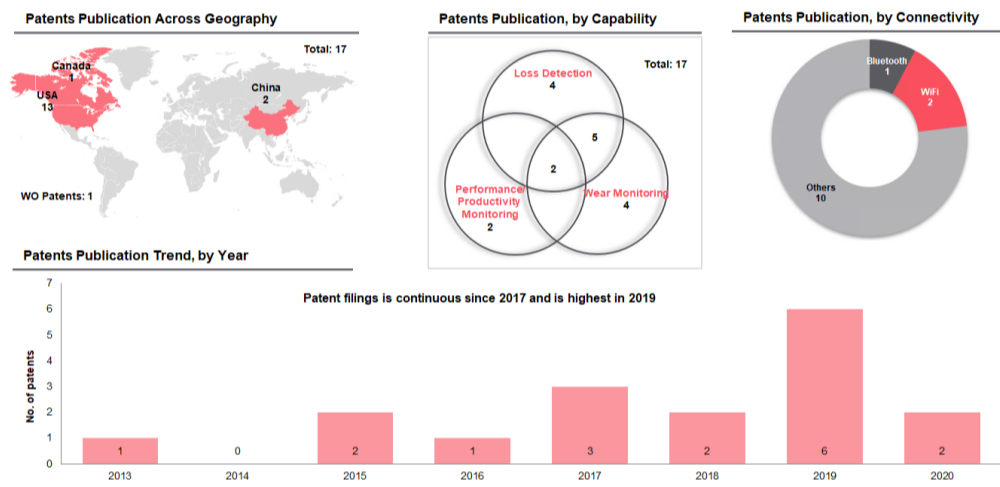
Client success details

The engagement helped the client to identify and benchmark the GET Diagnostics and Prognostic solutions available in the market and understand market opportunity. Following questions were answered during the engagement:

In 2020, adoption of GET monitoring solutions stood at 5% of total installed base, however, with increasing demand of such solutions, the adoption is expected to increase to 45% by 2025 ”

- What are the current and future technologies for GET Diagnostics and Prognostic?
- How are these solutions benchmarked?
- What are the potential business opportunities for GET prognostic technologies and incremental business opportunity for GET sales in future?
- What are the best Go-To-Market strategies?

Approach 2: Overview on GET Solutions with Embedding Sensor on Machine

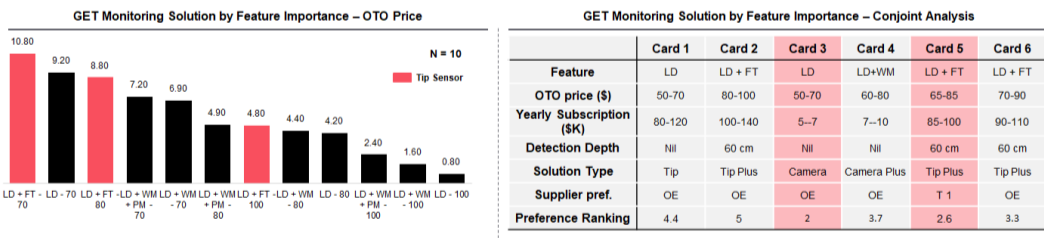


FutureBridge conducted extensive secondary research and 400+ telephonic interviews to gather data which was analyzed to provide strategic recommendations. The output included

- Benchmarking of GET Solution technologies
- Market opportunity prioritized by type of equipment and market
- Recommended Go-to-market strategy

Overall Customer Preference – Conjoint Analysis

Loss detection and location of lost GET are the key features preferred by customers, however, as the subscription cost of the tip sensor increases, the preference changes towards camera based solutions



- Key Pointers on Customer Preference**
- Overall preference is toward LD and FT, however, as the price increases, preference switches towards having simple LD solutions based on Camera sensing technologies
 - Supplier preference type doesn't seem to have any impact, as the cost of the solution takes huge importance
 - Wear monitoring and performance monitoring are not preferred by the customers, as it can be done through other methods. Customers are looking for a simple and effective tooth loss detection solution with added benefit of finding the lost tooth
 - Though LD with FT, are largely preferred by customers, significant trade off occurs when the annual subscription cost of LD+FT goes above US\$100K

Client was able to determine the best solution that can be offered in the market with most preferred features and at acceptable price point to the end customer. along with best go-to-market strategy

Client was able to identify the key competitors to track, prioritize on the equipment portfolio and select the high growth potential countries for offering the solutions

About FutureBridge

FutureBridge tracks and advises on the future of industries from a 1-to-25 year perspective.

We keep you ahead on the technology curve, propel your growth, identify new opportunities, markets and business models, answer your unknowns, and facilitate best-fit solutions and partnerships using our platforms, programs, and access to global ecosystems and players.