

Case Study: Competitor Analysis of Powertrain Field Services in Europe

Client Detail:

- The Client is one of the leading providers of powertrain systems and land system products
- Their product portfolio also covers support services, preventative services, predictive and optimization services
- The company has more than 30 fully equipped service centers and around 25 manufacturing locations globally

Business Situation:

- The client was interested in better understanding its key competitors within the powertrain field services in Europe
- The focus was on identifying the key sectors focused by the competitors
- The client also wanted to understand the pricing structure prevalent in the market for high-tech field services such as alignment, condition monitoring, trouble-shooting and inspection of industrial powertrains

Assignment:

- The client wanted to better position itself in the European market for which Datamatics assessed the relevant competition to identify key sectors to be focused on and helped the client in devising a competitive pricing mechanism

Datamatics Solution:

- Datamatics team segregated the study into two phases:

Phase I:

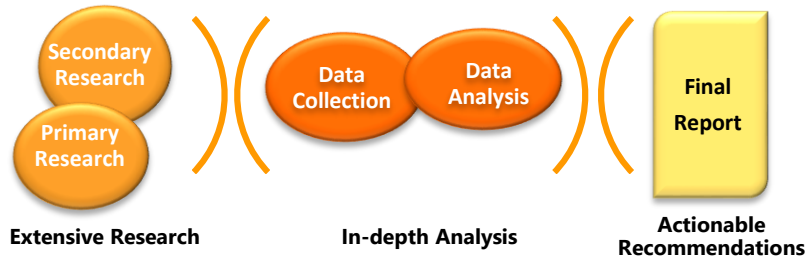
- Identify and shortlist key powertrain field service providers across Europe The identification involved in-depth secondary research and shortlisting of competitors was done in mutual discussion with the client

Phase II:

- Comprehensive analysis of shortlisted competitors, identifying the key sectors and countries where the competitors participate
- Cost benchmarking of the competitors on the basis of
 - o The various types of powertrain field services offered
 - o Pricing structure and contract terms offered to various end use sectors
 - o Identification of the key factors which impact pricing
 - o Identification of key service offerings, key focus segments and competency levels
- Developing a sector specific overview to identify the key type of powertrain field services prevalent in the sector
- Discussions with the key end-use segments to identify the needs of powertrain field service providers and the key factors considered while opting for a service provider

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Methodology:



Approach:

- Analysis of the key competitors within the powertrain field service providers in Europe was done by conducting the following activities:
 - Identifying key competitors in the market
 - Analyzing competitor positioning & key segmental focus
 - Understanding the prevalent pricing structure
 - Identifying the key segments of focus
 - Brief profiling of the shortlisted competitors
- Extensive primary interviews were conducted with the key decision makers of the competitors in order to deep dive for critical business intelligence parameters.

Study Outcome:

- The assignment helped the client to develop an understanding of the current market scenario and the prevalent pricing structure in the market
- Datamatics also helped the client to identify the key sectors to be focused on

Project Plan:

- Datamatics identified the key competitors and end users within Europe involved in providing Powertrain field services and devised a sample size to adequately capture market feedback

| Value Chain Stakeholder | No. of Interviews |
|-------------------------|-------------------|
| Competitors | 12 |
| End Users | 5 |
| Industry Experts | 3 |
| Total | 20 |

Analysis:

- Competitors were offering adhoc, time and material based as well as long term contracts in Europe
- Long term contracts were dominantly offered for alignment services whereas conditional monitoring and torque measurement were covered under long term contracts
- Contracts were not industry specific and was designed on the basis of the nature and frequency of the requirement