



Solutions in **Customer Engagement**

*How do you obtain
information from your
customers?*

*How do you engage
customers by serving
their needs and building
relationships?*



Technology Driven Market Intelligence

...a sporting goods equipment manufacturer has identified a potential new application for its unique water filtration system and wants to validate new market opportunities

...a plastics injection molder installed new technology to meet a customer need and has capacity for more work, but doesn't know where to identify new customers

...a foundry had a successful project with a customer outside its customer base and wants to explore how to penetrate the new customer's industry

Market diversification is a critical strategy for manufacturers to explore to maintain sales and production through cyclical weather and economic seasons. Many companies have ideas for how to use their unique technologies, products or capabilities to serve different markets, but don't have the resources to research to optimize successful market entry. Especially when introducing products or services with technology-based solutions, exploring new markets can be time consuming, costly and risky if the research effort is not organized and efficient.

TECHNOLOGY DRIVEN MARKET INTELLIGENCE

IMEC has partnered with the Research Triangle Institute International (RTI) to provide information relevant to the specific benefits and market impacts related to technology-based assets in order to support accurate and confident decision making about market opportunities, market penetration strategies and market development metrics.

THE PROCESS

Step 1 – IMEC works with companies to evaluate each situation and determine whether technology driven market intelligence is a good fit.

Step 2 – We work to clearly identify the parameters of research to determine the time and investment required to answer specific questions to support decision-making.

Step 3 – We work to gather technical and market information, gain insight from industry experts and determine if the product, product idea or capability will provide technology-based benefits and sell in various markets.

Step 4 – We share research findings, conclusions and recommendations for new market entry and address the specific objective of the research.

POTENTIAL BENEFITS

- Gain market intelligence from diverse technical and industry related resources applicable to a unique technology, product or capability.
- Identify new markets and associated entry strategies for success
- Provide industry resources and key buyer profiles for markets within consideration
- Reveal alternate applications for new products or technologies

For more information, contact IMEC at 888-806-4632 or info@imec.org.