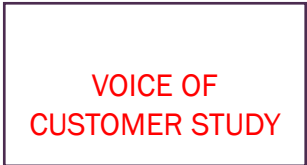


CASE STUDY: MNM HELPED THE MARKETING TEAM OF DIGITAL SOLUTIONS SUBSIDIARY OF AN OIL & GAS EPC COMPANY TO IDENTIFY A REVENUE OPPORTUNITY OF USD 50+ MN IN 3-4 YEARS



CURRENT STATE

- The client is a U.S. based leading player in the machine condition monitoring and protection hardware, software, and services
- The client has been active in catering to end-users in oil & gas, power, pulp & paper, metals, mining, sugar, aerospace, automotive, and water & wastewater
- While the client has been a industry leader in the machine condition monitoring that comprises of real time data capturing, alarm protocols, and plant wide holistic suits, but was not able to capture markets which were its non core markets such as Paper & pulp, Mining and Metals.
- The client is looking to accelerate its Account Based marketing (ABM) plan for key verticals to build nurture campaigns and GTM strategy for meeting revenue targets (>\$100M by end Dec 2021) from the industrial segment (Pulp & paper, metals, mining, water & wastewater, others)



GAPS

- Client needed to identify unmet needs and their CM adoption across key end use customers in pulp & paper, metals, and mining sectors. It needed to focus on and strategize their business which could fetch immediate revenue growth
- It needed to understand vendor selection criteria, purchase decision making process and key parameters for the same across targeted customer segments
- Although the client had been working internally for the past 2-3 years to fill the above gaps, they were not able to fulfill them due to the absence of credible sources of information and lack of access to key industry stakeholders across target geographies

DESIRED STATE

- The client is a renowned player in the oil & gas and power generation segment, however it lacks in other industrial segments
- The client intends to establish itself as a major player in area of plant wide condition monitoring, protection system, monitoring sensors areas, especially in pulp & paper, metals, and mining industries
- Over the next 1-2 years, the client is looking to achieve a revenue growth of 7-10% YoY
- For immediate incremental revenue sources in condition monitoring systems, the company plans to strategize its business to target pulp & paper, metals, and mining industries