

CASE STUDY- PROCESS CONTROLS BUSINESS UNIT OF AN USD 20 BN OIL & GAS EPC COMPANY GAINED OVER USD 200 MN IN 2 YEARS

HOW TO WIN STRATEGIES



BACKGROUND

The client is a process controls business unit of an oil and gas EPC company with a valuation of USD 20 billion. It provides innovative products around distributed control systems (DCS) and industrial cybersecurity solutions across different industries. In addition, the company helps with various consulting services, aftermarket services, and other associated services to the pulp and paper, metals, and mining sectors.



BUSINESS GOALS AND CHALLENGES

The marketing head of the process controls company needed assistance to grow revenue in their non-core sectors, including paper & pulp, metals, and mining. The client aimed to increase revenues by more than USD 200 million in two years. In such a scenario, Marketsandmarkets was requested to determine who are the top 20 customers in each segment. We also helped the company find the success factors required to win business from the mentioned customer bases.

CONCLUSION

MarketsandMarkets helped the client achieve its revenue growth objectives with in-depth market analysis and the client could discover its ideal customer base and upcoming market trends.



SOLUTION

We leveraged our market intelligence cloud, KnowledgeStore, in order to help our client with –

- Prioritizing customers who are most suitable and are in search of better solutions
- Customers account intelligence – This involves the client's current supplier, their pain points & unmet needs, and the objective of switching to a new supplier
- Developing market collateral such as whitepaper and infographics – To educate customers around topics like AI, ML, cyber security, and their applications to client's control systems products

In addition, we conducted a study on the digital solutions BU market, and below are our findings:

Annual Revenue US\$ Mn for Digital Solutions BU

