



LUMERIC™ Project Summaries

Project Type:

Strategy Review

Sector: Cleantech / Automotive /
Electric Vehicles

Company Size: \$500m+

Company Position:

Market Leader

Client Level:

VP, Strategy and
Business Development

The Critical Decision:

How can this manufacturer of a key component used in electric vehicle drive-trains position itself to be the market leader as demand ramps up in North America?

The Answer:

By making certain enhancements to the efficiency of the component and improving the quality of engineering support the company would present an offer more inline with key customer needs than competitors allowing it to capture a majority share of the market as it grows.

The Discussion:

The client manufacturers a portfolio of automotive components serving a customer base of OEMs and Tier 1 suppliers. Management had invested a significant amount of resources in adding this new component to their very mature product line in order increase the company's overall growth rate. Although, there was a warm reception to the new product from customers, sales had not lived up to initial expectations leading the client to request a strategy review from Lumeric in order to better understand the drivers of this shortfall.

Through an extensive interview program with customers, prospects and industry experts, Lumeric determined the client was considered one of three industry leaders with roughly equivalent offerings leading to a smaller capture of market share than originally anticipated. However, Lumeric also identified several steps the client could take to enhance it offering in relation to the competition which would likely lead to a larger capture of share in the next generation of vehicles being developed. 