

# CASE STUDY A LEADING ENTERPRISE ASSET MANAGEMENT FIRM IDENTIFIED A REVENUE OPPORTUNITY OF USD 100+ MN IN THE MEMS & IT ASSET TRACKING MARKET

TAM  
ANALYSIS



## BACKGROUND

The client is a US\$ 3.8 billion leading enterprise asset management firm that deals in tracking and computer printing technologies. In the current market situation, the company has been active in traditional businesses by providing tracking solutions to healthcare, retail, transportation, manufacturing, government, and hospitality industries with 30+ use cases. While it has been a global leader in its US\$ 9 billion core market, the target use cases were growing at only 3-4% annually. As a result, the company could not increase its revenues by more than 4% over the past four years.



## BUSINESS GOALS AND CHALLENGES

The CRO of the company was looking forward to fast track its revenue growth for the next five years by investing in innovative, fast-growing technologies and use cases. In fact, the firm needed to prioritize use cases among hundreds of potential new application areas, which could fetch rapid revenue growth. A prioritization matrix definition in line with the industry dynamics along with best practices was crucial. Although the client had been working internally towards the above gaps for the past two years, they could not fulfill them because of an absence of credible sources of information and the lack of access to key industry stakeholders.



## SOLUTION

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

- Revenue growth of US\$ 1.4 billion, i.e., cumulative revenue growth of 8% YoY, over the next five year
- Continue existing growth – US\$ 400 million
- New technologies & use cases – US\$ 800 million
- Acquisitions – US\$ 200 million

## CONCLUSION

With the help of thorough research and in-depth market analysis, the client was successful in achieving its growth objectives. In the first year, apart from the 4% revenue growth from existing business areas, the company achieved incremental revenues of US\$ 97 million with the help of 2 new use cases growing at a higher than 10% CAGR. For immediate incremental revenue sources, we targeted its existing customers in healthcare & data centers around North America (for the identified two new use cases). Furthermore, the company could launch two new solutions in Medical Equipment Management Solutions (MEMS) use case based on the insights provided by MarketsandMarkets.