

Industry 4.0 Manufacturing Software Market Opportunity Assessment China

The Business Issue

The client wanted to explore how well their manufacturing software solution would resonate with Chinese manufacturers. In this context, 10EQS helped the client to understand the best approach to the Chinese manufacturing market.

The Solution

10EQS assembled a team of local consultants and industry experts to assess the market for manufacturing software solutions in China including the technological, commercial and political dynamics of the market.

The Result

10EQS provided an actionable go-to-market strategy including market size, segmentation, value proposition for customers and how to directly link to government initiatives and overcome barriers to adoption.

Client

Industrial Software & Services Company

Project Type

Market Assessment & Go-To-Market Strategy

Project Team

2 Collaboration Managers
4 Business Analysts
20 Industry Experts
10EQS Delivery Operations

Time Frame

6 weeks