

**B2B****International**

a gyro: company

## CASE STUDY: Acquisition Research

Assessing the potential of a breakthrough gas detection technology and the pending acquisition of the technologies' manufacturer

### The Challenge

A leading supplier of safety technology products approached us prior to a potential future acquisition of a manufacturer of a unique gas detection technology. The client wanted to find out, whether there was sufficient market potential for the new technology and subsequently if the acquisition would be worthwhile or not.

The product potential was assessed by gathering insights on the following:

- Current usage, as well as needs and unmet needs from safety technology suppliers
- Competitive landscape
- Current market size of traditional technology
- Customers' reactions to the new concept (= new technology), willingness to purchase and willingness to switch
- Understanding the underlying motifs (why interested / why not?)

## The Solution

The project consisted of two stages. In the first stage, we carried out desk research and 20 interviews with experts in the field of gas detection technology. This preliminary part of the research was done to inform and fine-tune the second and more comprehensive research stage and to obtain a better understanding of the expected market size and competitive landscape of the global gas detection market (objectives 2 + 3).

The second part consisted of 100 telephone interviews with end users of gas detection technology and was designed to confirm the findings gathered in stage 1 of the research, to gain insights into the current usage, factors driving purchasing decisions, customer needs and feedback on the unique technology (objectives 1, 4 + 5).

The sample consisted of decision-makers responsible for purchasing gas detection equipment from a variety of different roles (mainly technical managers, health & safety managers, purchasing managers) within petrochemical, chemical and oil and gas companies across Europe, the Americas, Russia and Asia-Pacific.



## The Insight

Amongst other insights, the research delivered detailed information on the accessible opportunity for the new solution, the challenges the client would face, success factors, the market size and predictions by vertical and geography, profiles of key competitors and highly segmented insights on the target audience.

Based on the findings we recommended that our client should go ahead with the acquisition and they did! Now, a few years later, the new technology is a core part of the client's product portfolio and has not only added to sales but also to their reputation of being an innovative market leader.