

Example - Inspection Technology & Solutions Provider

Challenge

Since 1968, Zetec, Inc. has been the world leader in providing nondestructive testing (NDT) inspection products and services to customers globally. While they had domain expertise in the power generation industry, they needed help building a credible business case to inform the decision of whether to invest in entering a new market.

Solution

Consult to business leader, provide process guidance to transform nebulous data from many sources into a package and presentation based on an objective market analysis. Process components include SWOT Analysis, Taxonomy, Segmentation, Market Sizing & Leakage, Business Landscape, Customer Ecosystem, Critical to Quality (CTQs) and Critical to Execution (CTEs), Financial Model and Forecast, Staffing and Product Roadmap. Provide coaching on presenting business case.

Results

- Business case analysis yielded positive outlook
- Leadership team gave green light to pursue the business opportunity
- Currently building organization to pursue the opportunity



Organization and Logo



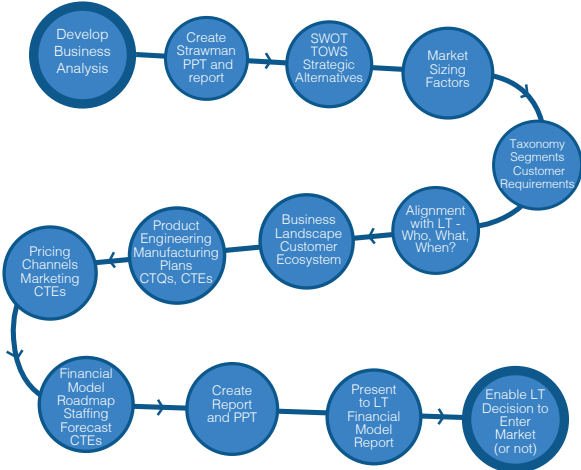
zECT Business Unit



Inspection Instrument



Inspection Probes



Big Picture Map with Steps to Complete Business Case