

PowerEdge Success Story

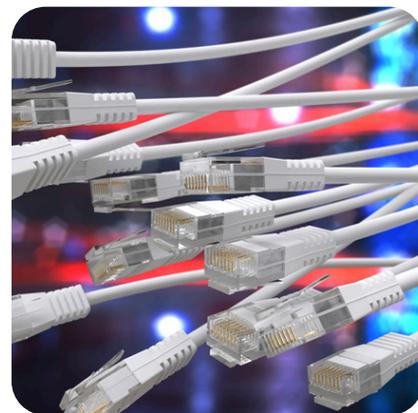


ASIAN POWER SUPPLY OEM

MARKET EVALUATION AND OVERALL PRODUCT AND COMMERCIAL
STRATEGY RECCOMENDATIONS

THE CLIENT

Our client is a **China-based contract manufacturing specialist** who has recently acquired a new product line. Their goal is to turn around the negative trajectory for this product line and add a complementary battery product for **long-term growth across all major regions**. The partnership began in mid-2024 and continues to date, with activities moving from mapping and evaluation stage to implementation.



THE PROJECT

PowerEdge engaged following a recent acquisition of a product line in the telecom/industrial power/rectifier solutions. Leveraging decades of industry expertise, PowerEdge initially provided **market evaluation** and benchmarking with a comprehensive tailored report. The report provided further guidance for determining an overall product, operational, **engineering and commercial strategy** which PowerEdge also developed on behalf of the client.

THE CHALLENGE

The client is looking to **maintain existing customers** and **achieve long-term growth** following a difficult acquisition where the previous owner announced a closedown of the business. The challenge initially is to quickly set up for regional partnerships for manufacturing and after-sales support, to provide stability of supply and services to **maintain or even improve the brand reputation** in the short term.

THE RESULTS AND ROI

To date, PowerEdge has identified a significant **growth trajectory across a 3 year period**. PowerEdge has also recommended holding off on certain geographic markets until cost-competitive products are brought to market, in order to avoid low-margin and high-risk business.

TIMELINE 06/2024 - ON-GOING