

PowerEdge

PowerEdge Success Story



EUROPEAN STEEL PRODUCT MANUFACTURER

MARKET ENTRY AND GROWTH SUPPORT IN NORTH AMERICA

www.poweredge.energy

THE CLIENT

Our client is a prominent OEM headquartered in Europe, specializing in **steel based systems** used widely in **energy storage and material handling industries**. Their goal is to **expand their market presence in North America**, targeting specific segments that align with their strategic growth objectives.



THE PROJECT

PowerEdge partnered with a leading European industrial steel product manufacturer to evaluate and **grow their business in North America**. This collaboration aimed to leverage PowerEdge's extensive network and expertise to identify growth opportunities and overcome market entry barriers.

Strengthening their position in the North American market presents significant opportunities for our client - particularly within the growing **reserve power sector**. A key success factor in this phase is the ability to identify and engage with key market players, laying the groundwork for a solid and sustainable growth path.

THE CHALLENGE

The client faced challenges in understanding the specific needs and dynamics of the North American market - particularly in identifying viable growth opportunities and navigating current economic uncertainties. With the introduction of tariffs and increasingly volatile market conditions, PowerEdge provides comprehensive support across multiple areas of the business, helping to refine strategy, adapt to market realities, and drive sustainable growth.

THE RESULTS AND ROI

The project is currently in progress, with PowerEdge actively supporting the client through various stages of market analysis, lead generation, and strategic planning. Work includes also series of internal/ external interviews for a proper gap analysis.

TIMELINE 03/2025 - ON-GOING