

# CASE STUDY- MNM RECENTLY ASSISTED A USD 2 BN HIGH-PERFORMANCE ELECTRICAL COMPANY FIND NEW APPLICATION AREAS FOR ITS PRODUCTS TO CREATE A USD 300-350 MN REVENUE IMPACT

RIGHT TO WIN

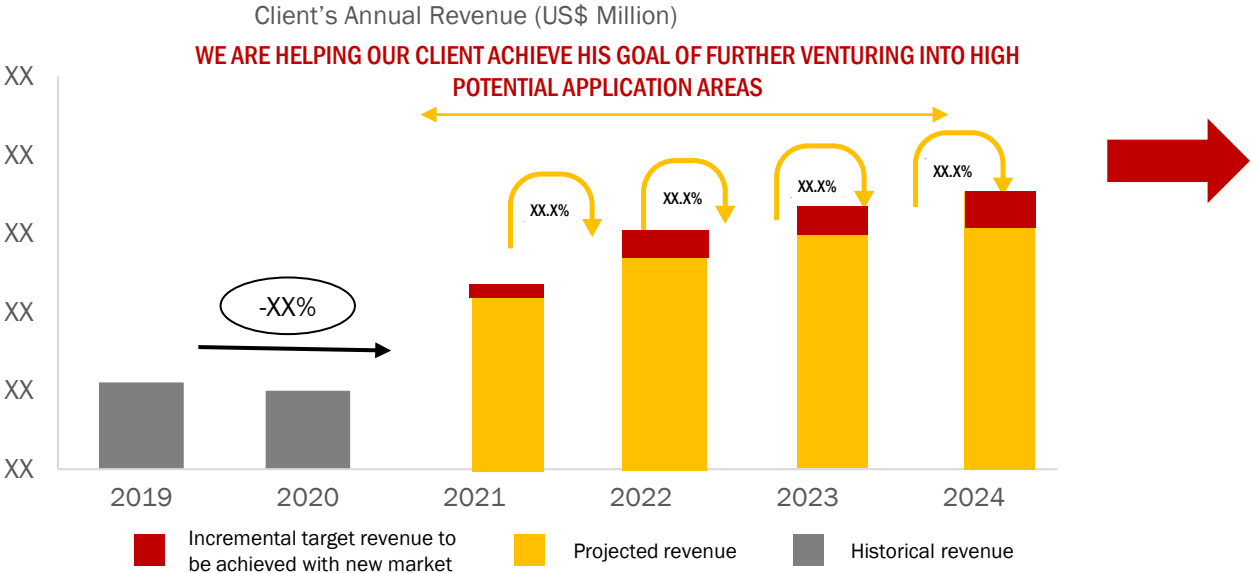


## COMPANY OVERVIEW

PRODUCTS	INDUSTRIES
<ul style="list-style-type: none"> <li>Cabinets &amp; Electronics Packaging</li> <li>Data Center Solutions</li> <li>Electrical Enclosures</li> <li>Electrical Fasteners, Hangars &amp; Support</li> <li>Leak Detection</li> <li>Fire Rated Wiring</li> </ul>	<ul style="list-style-type: none"> <li>Commercial &amp; Residential</li> <li>Energy</li> <li>Industrial</li> <li>Infrastructural</li> </ul>

## KEY CHALLENGES

- The VP Strategy for the company was trying to explore all options to venture into the most lucrative application areas for their product
- The client wanted to understand all the potential applications which are impacted by the mega trends of the world- Technology & Connectivity; Electrification of Everything; and Sustainability
- The Client was aiming at funneling down top opportunity areas to further venture into, in terms of both market attractiveness and company's Right to Win



**5 YEAR TARGET**  
Incremental revenue impact of US\$ XX million by the end of 2024

- To be achieved through:
- Existing solutions → New applications of existing customers
  - Existing solutions → New end use customers
  - New solutions → New and existing customers