

Case study – Critical Power & Cooling Solutions

Holistic Market Environment Research on the uninterruptible power supply & data center air-conditioning markets in China

The challenge

A Fortune 500 manufacturer of critical power & cooling solutions sought to grow its market share in its core product categories in China.

The objective of the study was to holistically analyze the entire market for uninterruptible power supply and computer room/data center air-conditioning in China, especially customer and geographic segmentation in each product category, so as to recommend suitable strategies for business expansion.

The process

After an initial phase of secondary research to identify interview targets and develop initial hypotheses about the market, Spire held interviews with industry experts, which include industry trade associations and regulatory bodies, followed by in-depth interviews with leading manufacturers and regional distributors of critical power and cooling solutions, so as to extract current sales data, forecasts and opinions about the market. Simultaneously, interviews with end-users and influencers of purchase decisions for critical power and cooling solutions were conducted.



The results

Our client used Spire's report to develop a successful business plan that has enabled it to enhance its market position.

Project deliverables included market sizing and forecasts, pricing analysis, competitor shares, competitor analysis and recommended marketing and sales strategies for optimal competitor threat response.

