COGNITION

Strategic Insights: Overcoming Nondisclosure to Propel Digital Adoption in Engineering

CASE STUDY |SOFTWARE AND TECHNOLOGY

CASE STUDY: Strategic Insights: Overcoming Nondisclosure to Propel Digital Adoption in Engineering

COGNITION

CLIENT

A Global Leader in PLM and Engineering Solutions

INDUSTRY

PLM Software and Engineering Consulting

PRODUCTS

Consultancy, System Deployments and Upgrades, Training, Data Translation, Software Automation

TARGET GEO

Global

BUSINESS OBJECTIVE

The objective was to navigate stringent nondisclosure obligations and identify users of a prominent 3D simulation and visualization platform across various industries. The aim was to establish meaningful engagements with key decision-makers and collaborative teams, driving the adoption and effective use of digital solutions.

OUR SOLUTION

Propensity Model Development

- Identified industries with complex supply chains likely to adopt advanced simulation and visualization models, utilizing a proprietary propensity model

- Established specific criteria for evaluating industries' potential for technology adoption, including factors like innovation impact and supply chain complexity

- Analysed industry trends and preferences using data from varied sources, to assess the propensity for adopting technologies like 3DEXPERIENCE

Media Monitoring and Analysis

- Conducted comprehensive media monitoring and news tracking across targeted industries to identify trends, innovations, and technology adoptions, including 3DEXPERIENCE

- Analyzed data to establish a list of accounts that had adopted 3DEXPERIENCE or were potential adopters, considering factors like industry-specific needs and historical adoption patterns

OUTCOMES

Global Market Expansion: The propensity model pinpointed 67 key global accounts, achieving a 25% lead boost across 15 industries, and carving new inroads into high-opportunity markets.

Decision-Maker Dynamics: Targeted insights into chief engineers and C-suites facilitated a 30% faster strategic response, accelerating technology adoption and solution integration.

Relationships & Growth: Data-enriched engagements cut acquisition costs by 18%, amplified user adoption by 15%, and fortified strategic global partnerships, driving smarter, faster business decisions.