CASE STUDY: Evaluating the use of AI by competitors in the Renewable Energy industry

COGNITION

CLIENT
A global solar panels provider

INDUSTRY
Renewable energy

PRODUCTS
Solar Panels

TARGET GEO
Global

BUSINESS OBJECTIVE

- Our client – a leading provider of solar panels – was facing increasing pressure to maintain its competitive edge in a rapidly evolving market. Competitors were beginning to implement AI-driven machine settings, computer vision systems for solar cell inspections, and inline monitoring.

- Against that backdrop, the client aimed to conduct a competitor intelligence study to evaluate how AI was being adopted in the solar panels manufacturing industry, assess its own positioning, and develop a strategy to integrate AI into its operations and monitor its competitors' AI initiatives in real-time.

OUR SOLUTION

Using a combination of human and artificial intelligence, Cognition's team of expert market analysts executed the project using a multi-stage approach:

- o **Product Portfolio Analysis:** In-depth evaluation of the competitors' product portfolio to analyze how AI was used in machine settings, computer vision systems for solar cell inspections, and inline monitoring, with a focus on their functionality, ease of use, innovation, and any regulatory approvals.

- o **Market Impact Analysis**: Examined how competitors' AI-driven initiatives were being received by customers (commercial and industrial sectors) in the market by conducting an in-depth VOC (Voice of the Customer) exercise through 10 expert consultations, and helped gauge the success of AI-enabled services.

- o **Partnership Landscape Analysis:** Critically analyzed the partnership ecosystem to understand how competitors were partnering with Cloud Service and AI Technology providers (with a focus on process control and equipment monitoring) to improve existing business line and helped the client identify potential partnerships for its own go-to-market strategy.

OUTCOMES

Helped the client identify two key AI technology and cloud service partners to accelerate the adoption of AI in its process control and equipment monitoring business line leading to an **increase in its revenue by 6%** in the subsequent year.

Built a strategic AI-roadmap to leverage innovations in specific offerings and **increase its market share by 1.5% in the next two years**, and helped retain its market leadership by setting-up real-time monitoring of competitors' AI initiatives to counter any strategic moves before-hand.