

CASE STUDY: Competitor portfolio benchmarking in renewable energy storage solutions

CLIENT

Leading solar and wind energy solutions provider



INDUSTRY

Renewable Energy



PRODUCTS

Solar panels, wind turbines, and energy storage systems



TARGET GEO

Global



BUSINESS OBJECTIVE

- The client aimed to expand their offerings in renewable energy storage solutions but faced challenges identifying gaps in the current market. With competitors heavily investing in emerging storage technologies, the client needed to pinpoint underserved areas and innovate to capture market share.
- The objective was to benchmark competitors' portfolios, analyze white spaces, and develop a roadmap for launching new energy storage solutions.

OUR SOLUTION

- **Product Portfolio Analysis:** Conducted a detailed benchmarking of competitors' energy storage solutions, focusing on advancements in battery technology, thermal storage, and grid-scale applications; Identified areas of high competition and uncovered white spaces in off-grid and hybrid storage systems for emerging markets; Evaluated technological innovation, cost efficiency, and scalability of competitors' storage offerings to highlight opportunities.
- **Market Demand and Feasibility Analysis:** Conducted a Voice of the Customer (VOC) study with 12 stakeholders, including energy consultants, regulators, and key customers, to assess demand for advanced storage systems; Gained insights into customer preferences for cost-effective, sustainable, and high-capacity storage solutions in urban and remote areas; Analyzed regulatory and environmental factors influencing storage technology adoption.
- **Technology Scouting and Innovation Mapping:** Identified emerging storage technologies such as solid-state batteries and hydrogen-based systems being explored by competitors; Proposed partnerships with material science firms and battery recycling companies to improve supplychain resilience.

OUTCOMES

- 1 The client launched a hybrid storage system tailored for remote and off-grid applications, reducing time-to-market by 10% compared to initial estimates.
- 2 Captured 8% market share in the off-grid energy storage segment by addressing a critical need for sustainable and scalable solutions.
- 3 Established partnerships with two cutting-edge technology providers, positioning the client as a leader in next-gen energy storage solutions for renewable applications.