

Roadmap for Products and Services in Smart Utility Segments

Identified compatible and scalable market opportunities

Developing business models and implementation strategy

Identified potential partners and evaluated strategic targets

Providing deal advisory and acquisition support

CLIENT CHALLENGES

- The client: a European downstream [energy utility](#) player
- The client wanted to expand its clean-energy products and services portfolio in the retail market
- The scope of our work was to develop a roadmap for products and services in new and emerging market segments, such as smart homes, home generation, home comfort, EV charging stations, energy storage, smart metering, etc

OUR APPROACH

- **Opportunity Analysis**
 - Identifying and analyzing potential opportunities in these markets
- **Product Roadmap**
 - Developing a 5-year product roadmap in the clean-tech domain
 - Identifying [supply chain](#), operations, sales and service strategies for multiple
- **Go-to-Market Strategy**
 - Suggesting the ideal business models for market entry
 - Outlining the market-entry strategy and suggesting potential partners across the value chain
- **Partnership Support and Deal Advisory**
 - Analyzing synergies and business upside from potential partners
 - Providing deal advisory and acquisition support

IMPACT DELIVERED

- Identified new markets to leverage upcoming market and [technology](#) trends
- Identified compatible and scalable market opportunities with new and profitable business models
- Identified new opportunities to add revenue streams and customers
- Identified potential partners and evaluated strategic targets in geographies and markets of interest

About Acuity Knowledge Partners

Acuity Knowledge Partners is a leading provider of high-value research, analytics and business intelligence to the financial services sector. The company supports over 350+ financial institutions and consulting companies through a team of over 3,000+ subject matter experts who work as an extension of the clients' teams based out of various global delivery centres.

We empower our clients to drive revenues higher. We innovate using our proprietary technology and automation solutions. We enable our clients to transform their operating model and cost base.

