

Client overview

An established company develops and manufactures smart control and energy monitoring solutions for the commercial and domestic market.



The core product was a combination of an internet-enabled hardware and software platform, and intuitive wireless wall-mount display system, allowing for real-time energy monitoring of all utilities including heat and water, which can quickly provide cost savings. The product was already successfully tried and tested in the UK market.



The search

The client wanted to extend the geographic penetration of its product into new European territories, and to do so they required experienced partners with existing contacts into the commercial real estate market.

SAL worked with the client to define the potential partner profile, search confidentially across northern European territories and then engage and assess potential targets.

SAL combined insights from industry commentators with market data and potential partner engagement to build a landscape of the market to drive the client's go-to-market strategy.

SAL engaged directly with >50 companies across 10 countries

Outcome

Within 6 weeks, the client was engaged with initial companies and was able to benchmark against future potential partners

By completion of the project the client had **directly engaged with 11 potential partners** and was in **advanced discussions (under NDA) with 2 distribution partners**

*"...we found the project a very useful exercise...
...pleased with the number and range of potential interested parties to progress..."*