Case Study: Best Practice Benchmark Study in the Energy Industry

PAIN POINTS

- Currently, SIS is conducting a study for a large management consulting company
- The client **did not have a clear idea of future trends** in energy production, logistics and storage, which is essential for them to successfully consult their clients
- A **best practice benchmark / market intelligence study** is conducted to get a clear understanding of the market dynamics

RESEARCH METHODOLOGY

- SIS is conducting **N=10 in-depth interviews** (IDI) with business leaders, independent experts and other key opinion leaders for their **thoughts and vision** on the energy industry
- Three additional IDIs were conducted with **targeted individuals**: an expert in cyber security for electrical infrastructure, an expert in coal fire and nuclear power plants, and an expert in energy storage in lithium ion batteries
- Each IDI lasted **40-60 minutes**
- Identifying relevant individuals was done by utilizing SIS current database and network in the energy space

FINDINGS

- So far, SIS found **major drivers and constraints** in the energy space, e.g. the weak points in cyber security; other issues such as how to connect 100 year old equipment to "the smart grid" and how to secure this; and how to manage electricity flow between renewable power plants and old huge power generators
- Another constraint was identified with regard to lithium ion batteries, where **governments** usually have a different view then energy producing corporations

STRATEGIC DECISIONS MADE

- As a result of the insights SIS collected from experienced professionals, the client will get a **significantly improved understanding of current and future dynamics** within the energy space
- With this knowledge, the client will be able to **better consult** its own clientele and **increase its value delivered** to them