



## **Case Study**

Client: A manufacturer of large, commercial HVAC systems

### **Background**

The client wished to determine if adding a line of building automation systems and controls was desirable and if a current potential joint venture opportunity with a system providing was a viable tactic.

### **Assessing and Validating Market Opportunity**

Marketplan conducted a large scale research effort among commercial building owners and operators exploring their experiences, preferences, and outlook for these control systems. Additional interviews were conducted with leading system suppliers.

### **Recommendations**

The development of a control products line was deemed a desirable action and a more than justifiable market opportunity. The current joint venture and development opportunity was judged to be a preferred execution strategy.

### **Actions and Results**

The joint venture activity continued and the client result was a meaningful presence in building controls and a profitable add-on business.