



Medium Enterprise Industrial Manufacturing Company

Introduction

This case study of a medium enterprise industrial manufacturing company is based on a December 2018 survey of IPC customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



Measuring and evaluating the received numbers give us a great opportunity to track our market share all over the world and also evaluate market development in the different industry segments.

Reliable figures and frequently fast feedback as well as the ease of operation to provide the numbers.

Challenges

The business challenges that led the profiled company to evaluate and ultimately select IPC:

- Challenges that IPC market research has helped them to overcome:
 - Measuring performance against the competition

Use Case

The key features and functionalities of IPC that the surveyed company uses:

- Benefits derived from the information in IPC market research reports:
 - Helps measure and track our market share
 - Helps identify growing markets and business opportunities
 - Tells them how we are performing compared to the rest of the industry

Results

The surveyed company achieved the following results with IPC:

- They agree that IPC market research provides useful information on industry trends that results in better business decisions.
- They agree IPC's market research studies and reports provide unique data and insights that helps them stay competitive.
- They do consider IPC a trusted source for market research.
- They agree that participating in IPC surveys and receiving the reports at no cost gives their company the benefit of industry data that would be costly to obtain from other sources.

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Medium Enterprise

Industry:
Industrial Manufacturing

About IPC

Since 1957, IPC — Association Connecting Electronics Industries® has been guiding the electronic interconnection industry through its dramatic changes. A global trade association dedicated to the competitive excellence and financial success of its more than 3,700 member companies, IPC represents all facets of the industry including design, printed board manufacturing, and electronics assembly and test. As a member-driven organization and leading source for industry standards, training, market research and public policy advocacy, IPC supports programs to meet the needs of an estimated \$2 trillion global electronics industry.

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