

## **In Depth Market Research and Analysis**

The ***Global Automation Research LLC Market Assessment*** is an in-depth assessment and analysis of a client-specific market segment(s) that goes beyond the scope of a Market Opportunity Briefing. A Market Assessment is closest to a traditional “custom market research project”, but Global Automation Research LLC brings unique industry and product experience, advanced research methods, broad industry and regional coverage and an unparalleled focus on the process instrumentation and automation (PI&A) market.

Market Assessments address a broad range of Client research and analysis requirements. However, most fall into four categories. See our Representative Proprietary Projects list below.

### **Product Market Assessments**

A Product Market Assessment is an in-depth consideration of a PI&A product or a group related of PI&A products. Product Market Assessments can cover market size and forecast estimates by product, industry, and geographic region, but typically extend the scope to include topics such as segmentation by application, enclosure type, area classification, competing technologies, data communications options, and many others.

### **New Product/Technology Assessments**

The development of a new PI&A product, whether a product line extension or incorporating a new technology, requires very specific, knowledgeable, research and analysis to address a number of important issues. These may include new product performance versus end user needs and/or competing technologies, effect on market success of key product attributes such different packaging, type of interface to product, etc., price premiums for the new product, etc. The project deliverable will usually include estimates of product adoption rate, sensitivity of the adoption rate to different price levels, performance levels, etc. and analysis of the important issues leading to actionable conclusions to guide new PI&A product development.

### **Industry Assessment**

An industry assessment considers the specific nature of demand for a PI&A product(s) in one or more industry segments. Here, the focus is on industry characteristics including market structure (sales channels, competitor market position, etc.), the participation and influence of EPCs, System Integrators, and OEMs, industry specific product attributes, key trends in end user demand for PI&A products, and estimates of market size and forecasted growth by industry segment, by product, and by region.

### **Company or Technology Acquisition**

Acquisition of an entire company, a product line, or a new technology involves unique challenges the acquiring company. Important considerations can include the satisfaction of key customers with the company, realistic assessment market size, forecasted growth and key trends claimed by the seller, and viability of claimed technology advantages to meet or exceed current competing products.

## Representative Proprietary Projects

These are some of the over 250 proprietary projects we have completed over the last 15 years.

### Product Market Assessments

Temperature Sensors and Transmitters  
Pressure Transmitters  
Survey of Level and Flow Meter Markets  
Micro-BTU Analyzers  
PGC-Based Sulfur Analyzers  
Process Control Valves  
Nuclear Level and Density Meters  
Viscosity Process Meters  
Inst. & Valve Services  
Subsea Multiphase Flowmeters  
Data Acquisition Products  
IR/UV Flame Detection Sensors  
Combustible and Toxic Gas Monitors  
Control Valve Positioners  
Thermal Mass Flow Meters  
Machine Condition Monitoring  
TOC Process Analyzers  
Performance Monitoring Services  
High Pressure Pumps  
Process Cycle Time Requirements  
Ultrasonic Flowmeters  
Coriolis Flowmeters  
Machine Vision Products  
UST Leak Detection  
Predictive Maintenance Tools  
Belt Scales, Weigh-Feeders, Solids Flow  
Pneumatics Instruments and Control  
Smart Valve Positioners  
Magneto-strictive Level Gauges  
Pressure Calibrator Units  
Process Photometers  
Wet Chemical Analyzers  
Vortex Flowmeters  
Insertion Magnetic Flowmeters  
Magnetic Flowmeters  
Equipment Vibration Monitoring  
FIA and Segmented Flow Analysis  
Point IR Combustible Gas Detectors  
Color Photometers  
NIR Spectrometers  
pH and Conductivity Inst./Sensors  
Trace Oxygen Instruments  
Nuclear Density/Level Instruments  
Magnetic Flow Meters  
Coriolis Flow Meters  
Ultrasonic Flow Meters  
Primary Flow Elements  
Microwave Level  
Tank Gauging  
Pressure Gauges and Switches  
Temperature Gauges and switches  
RTD and T/C Sensors  
Metering Pumps  
Remote I/O  
Safety Instrumented Systems

### New Product/Technology

A New Wireless Field Device  
Novel Pressure Sensor  
CCTV Flame Sensors  
NMR Process Analyzers  
Raman Process Analyzers  
New Data Collection Device  
Low Flow Rate Meter  
TDL Photometer

A Branded Process Gas Chromatograph

### Industry Assessment

Product Opportunities in Industrial Gas  
Water & Wastewater Flow Meters  
Survey of Plant Managers  
Survey of Mfg. Reps.  
Channel Logistics Trends  
Coriolis Flowmeter End User Preferences  
OEM Requirements or Recorders  
Field Sensors for Bacterial Contamination  
Pressure Products in O&G Industry  
Pressure Products in W&WW Industry

### Company or Technology Acquisition

Mobile NIR Spectrometer  
Semiconductor Wafer Sensor  
Tank Gauging Temperature Sensors  
Nuclear Rated Temperature Sensors  
Manual Laser Profiling  
Portable Gas Monitors  
Microwave Moisture Analyzer  
Unique Portable EC Array Monitor  
Tunable Diode Analyzers  
Market Potential For An HCl Analyzer  
Process FTIR Spectrometers



You can see from the list above that many Clients have taken advantage of our Market Assessment offering. We would be happy to provide a Market Assessment proposal for your consideration in support of your business planning endeavors.

Call us today to discuss how our Market Assessment program can work for you!

---

Call or email us to discuss your unique requirements:

**Global Automation Research LCC**

5115 Excelsior Blvd.

Minneapolis, MN 55416 USA

+1 952 920-2660

[prasmusson@globalautomationresearch.com](mailto:prasmusson@globalautomationresearch.com)

[www.globalautomationresearch.com](http://www.globalautomationresearch.com)