

# Engineering Tools & Platforms Capacity, Maturity, and Position Assessment – Food and Beverage Processing and Packaging Machinery OEM



By gaining actionable insights into engineering tools' operational capabilities, pricing structures, and competitors' user scale, the client strategically upgraded its internal systems and tools to improve customer collaboration throughout the engineering process, improve the speed of delivery, and enable the use of 'Digital Twins' technology across the entire plant and product lifecycles.



Extremely satisfied with the advisory services provided by STATXO. Their expertise in assessing competitors' engineering tools' user scale and capabilities has proven vital to our organization. The thorough analysis, insightful recommendations, and prompt communication have significantly enhanced our decision-making process."

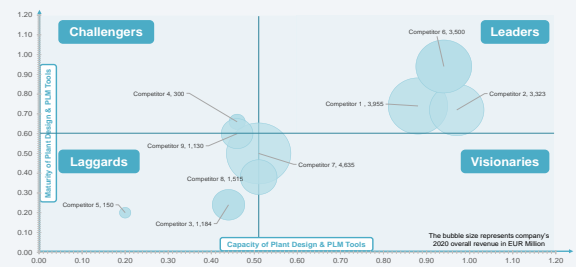
Director, Engineering Excellence, Platforms & Tools

## Q CASE FOR CHANGE

- A global leading food and beverage processing and packaging machinery OEM was **undergoing a digital transformation and was investing in a new plant solution engineering platform**. The client sought to evaluate its **current positioning** relative to competitors in the industry
- The client also needed to understand the **differential value** it offers to the market and determine the strategic technology initiatives required to effectively compete with other players in the industry

## 🚲 SHARED VISION

- To refine the competitive edge, **assess the client's capacity, maturity, and position for engineering tools and platforms** compared to those of its 10 competitors globally
- Identification of the additional state-of-the-art plant solution engineering technology for improving the client's offerings in the food and beverage processing and packaging solutions space



## 📏 FEASIBLE PLAN

- Conducted a **three-month research**, using a robust 360-degree methodology. This included extensive secondary research, primary research, and expert consultations. Subject-matter experts were engaged to ensure a thorough examination of the landscape
- **Examined the Digital Engineering Tools and Plant and Product Lifecycle Management Tools/ Systems** utilized by competitors. Key parameters, such as the 'No. of Unique Tools/ Platforms', 'No. of Users', 'No. of Projects/Years' executed on these platforms/ tools, 'No. of Calculation Tools', and 'No. of P&ID Tools', were studied to measure the capacity and effectiveness
- Analyzed to **identify and benchmark multiple engineering tools and platforms deployed by 10 competitors globally**. This included benchmarking of competitors' Product and Plant Solution Design Platforms, covering aspects like integration with other systems, reusable design elements, best practice templates, 2D & 3D CAD tools, and the deployment of Digital Twins use cases to quantify maturity and sophistication

## ✅ CAPABILITY TO DELIVER

- To present outcomes on a strategic 2x2 matrix. This framework allowed the client to understand the competitive landscape in terms of tools and platforms, providing insights into the relative capacity, maturity, and position of competitors and chalking out an informed strategic roadmap
- To facilitate the approval of the strategic roadmap from the Executive Committee by providing tangible samples, such as P&ID, 3D Models, and Digital Twin specifications used by the client's competitors as well as investment and pricing (*element & details*) indicators for missing tools/ platform

Competitor	Unique Tools/Platforms	No. of Users	No. of Projects/Years	Calculation Tools	P&ID Tools
Competitor 1	10	500	100	5	2
Competitor 2	12	600	120	6	3
Competitor 3	8	400	80	4	1
Competitor 4	9	450	90	5	2
Competitor 5	7	350	70	3	1
Competitor 6	11	550	110	5	2
Competitor 7	13	650	130	7	4
Competitor 8	6	300	60	3	1
Competitor 9	8	400	80	4	2
Competitor 10	9	450	90	5	2

Competitor	Investment	Pricing
Competitor 1	High	Low
Competitor 2	Medium	Medium
Competitor 3	Low	High
Competitor 4	Medium	Low
Competitor 5	Low	High
Competitor 6	High	Medium
Competitor 7	Very High	Very Low
Competitor 8	Low	High
Competitor 9	Medium	Medium
Competitor 10	Medium	Medium