

U.S. Launch and Ecosystem Expansion for an Automation Innovator

*Creating a Rising Star Through Awareness
and Demand Generation Around Unmet
Market Needs*



*Business
Development
& Marketing
Transformation*



Company Background

Company X is the AMR subsidiary of S. Korea's leading Smart factory solution provider. Company X has developed a portfolio of second-generation AMR offerings, virtually eliminating significant shortcomings of the previous AMR generation.

A quickly rising star in their field in Korea, Company X achieved the second largest market share, winning against market leaders such as MiR (5 out of 5 wins), Omron, etc. Their notable clients include Samsung, LG, SK Group, AmorePacific, HYUNDAI TRANSYS, Samsung C&T, DHL Korea, and more.

Company X's second-generation AMRs fill the unmet needs of various industries, including manufacturing, warehousing, healthcare, food and beverage, construction, and more. Their second-generation AMRs are designed to operate in chaotic, changing environments with mixed human traffic on poor-quality floors of old multi-level buildings.

Before working with BDMT, Company X had no U.S. network or recognition in the North American market. The company partnered with BDMT Global to lead their market entry and subsequent expansion efforts.

Robotics Industry Dynamics

The market for AMR is very dynamic and quickly growing. It is predicted to reach a global value of \$10.27B by 2032.

Robotics and automation is the #1 area U.S. manufacturers will invest in in 2024. However, very few companies have actually implemented AMRs in their facilities. Less than half of manufacturers, 47%, are already using robotics and automation.

The first generation of AMRs was created to complement or replace AGVs in factories, and warehouses. These newly built facilities were process-oriented, structured, largely empty, had perfect floors, and were primarily populated by equipment and production lines.



Unfortunately, not all businesses have new flat floors. In most cases, moving loads and goods are not confined to a controlled factory or warehouse environment. Environments with dirty, oily, wet, cracked, uneven, and bumpy floors as well as with human traffic, narrow spaces, or elevators in the building, could not successfully implement AMRs. Such businesses had no AMR solution for their logistics needs.

First-generation AMRs could not successfully work in such facilities, which led to a lack of trust in technology in the U.S. market.

To launch new technology in a market suspicious of AMR capabilities, Company X turned to BDMT for turnkey strategies to educate and expand unserved markets

Challenges

Company X was planning its entry into the U.S. market and needed to overcome a set of challenges. One was a lack of awareness and credibility, as Company X was an unknown company entering a relatively busy market. They did not have any name recognition or network in the U.S.

Company X also discovered different industry dynamics as compared to their native region. S. Korea has adopted AMRs at a faster rate than the U.S. On average, a U.S. factory has 3 times less the amount of automation than a S. Korean factory. Many U.S. manufacturers have only just started adopting Smart robotics solutions and thus most buyers were inexperienced and uneducated when it came to automation.

Another major barrier to market expansion was the industry perception of AMR units being expensive to maintain, unreliable, and stalling in imperfect facility conditions. Company X needed to educate the local market on the advanced capabilities of their most reliable second-generation AMR, an offering that did not previously exist in the U.S. market.

Company X did not have a local U.S. marketing team to strategize and execute expansion tactics, provide trade show support, and support their brand launch. To execute their market entry in the U.S., Company X partnered with BDMT Global



Objectives and Outcomes

BDMT led comprehensive market entry through a multichannel launch campaign. BDMT's key objectives and outcomes for Company X in the first year of U.S. launch were:

- Developing deep insights into the U.S. market, including primary intelligence interviews with key players.
- Formulating differentiation, and positioning to stand out in a crowded global AMR market.
- Establishing assets and lead generation processes for the U.S., including a competitive website and completion of multiple case studies.
- Educating the market on the capabilities and credibility of second-generation AMR compared to the previous generation.
- Building U.S. thought leadership content and expanding speaking opportunities to highlight Company X's deep knowledge of the market needs and better solutions.
- Leveraging trade shows as a destination to collect market intelligence and build a local partner ecosystem.
- Launching and expanding a local pipeline via outbound outreach (ABM campaign) and inbound inquiries.
- Increasing the clout of Client X by featuring them at industry ecosystem events and in leading business publications.
- Creating opportunities for partner meetings using pre-, live, and post-trade show inbound and outbound tactics.
- Leading company briefing presentations with leading analysts, ecosystem players, and industry media outlets.

Sample Results

U.S.-based BDMT leadership and support resulted in the following results, among others:

- Completed and published seven case studies for various industries
- Reached 4.8k readers with ProMat and Automate press releases



- Conducted demos and meetings with 53 ecosystem stakeholders at trade shows including General Motors, SVT Robotics, InOrbit, Nestlé, Balboa Capital, and more.
- Secured long-term implementation partnership with a well-known automation partner
- By publishing valuable content and engaging with ecosystem participants, the CEO's LinkedIn network increased by 144%, and the company's followers by 35%.
- Upgraded English-speaking website to a competitive level vs leading local providers.
- Targeted and reached out to X industry contacts and Y potential buyers via ABM.
- Obtained a Modex speaking seminar opportunity (40,000+ event attendees) and organized a DAC presentation for X hand-picked ecosystem partners.
- Secured media coverage and interviews with leading industry outlets with 70,000 monthly readers combined, including MIT Technology Review, Robotics Tomorrow, Robotics 24/7, Chain Magazine, Robotics & Automation News, and Control Automation,

Current Status

Upon launch, the innovator completed its first U.S. integration case with Hyundai Transys' Alabama-based auto parts manufacturing facility and secured partnerships with significant ecosystem stakeholders, including a system integrator DISHER.

Currently, Company X is successfully continuing U.S. market expansion efforts outside its native market, supported by local partners.



About BDMT Global

Headquartered in Boston, BDMT Global is an outsourced business growth and marketing execution team offering strategic go-to-market, business development, and marketing services for international companies trying to break into the U.S. market and other parts of the world.

The company is led by Suzy Im, the Managing Partner of BDMT Global, and Dr. Jake Lee, who has more than 20 years of experience in the US biotechnology and pharmaceutical industries. Suzy is a widely-known name in global business development and an award-winning marketing transformation leader featured in publications such as Fortune Magazine. Dr. Lee's experience spans R&D, process development, product development, manufacturing support, operations, and business development fields at multinational companies in biotech and biopharmaceuticals, such as Pfizer, Lonza, Shire, Amgen, and Takeda. For more information, visit **www.bdmtglobal.com**



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