

# Technology Driven Market Intelligence (TDMI)



Do you worry that your revenue comes from only a few key customers?

Do you think your company is not fully aware of markets that would benefit from your company's products and services?

UT CIS offers Technology Driven Market Intelligence (TDMI), a systematic approach to finding unexpected, niche markets. TDMI helps small and mid-sized manufacturers identify revenue streams outside their industry. Unlike targeted marketing strategies or big sales pushes for the latest trend or industry, TDMI is a systematic approach to identifying new industries based on your core competencies.

## TDMI Will:

- Identify other uses for existing technology
- Use the information to find new markets
- Prioritize options and offer direction
- Create potential for new sales

## Benefits of TDMI:

- Gain an unbiased review of your technology and market
- Receive expert research utilizing member-only databases
- Obtain results from interviews with industry leaders and potential customers
- Generate a plan with multiple solutions and outcomes
- Prioritize ideas to eliminate false paths
- Have clear direction for progression
- Identify prospective client list



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[http://bit.ly/CIS\\_TDMI](http://bit.ly/CIS_TDMI)

# Technology Driven Market Intelligence (TDMI)



Using a proven methodology that includes expert interviews and desk research, TDMI:

- Searches for sources of business based on the strengths offered by your company, equipment and products
- Focuses on technical applications to find overlooked niche products and new growth markets:
  - o Geographic/export markets
  - o Government/military markets
  - o Business models/online/vertical integration
  - o Laboratory research markets
- Systematically selects and focuses on specific opportunities that interest you and discovers important market and sales information such as supply chain, competitive landscape and business models.
- Accesses resources that can be difficult to reach including government laboratories, universities and private sector sources

With this rigorous, systematic approach, TDMI taps into existing, but unknown, sources of information to find solutions that can save your company time, money, and frustration.

At UT CIS, we have a passion for U.S. based manufacturing and a trust in time tested, disciplined methods to find grow business. Let us help you get started with TDMI.

Contact your local Solutions Consultant today to learn more, or visit [http://bit.ly/CIS\\_TDMI](http://bit.ly/CIS_TDMI).



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