

## When markets move fast and technology niches get crowded, confidence comes from outside-in clarity

German company imc is a leading innovator in measurement technology and serves companies in automotive, railway, aerospace, and energy. Their systems are used for testing, validating, and optimizing a wide variety of products and processes by means of the imc sensor-based integrated and flexible data acquisition platform.

### Having the best products is not always enough to ensure long-term success

Few doubt that imc's solutions are among the very best. However, because of the multitude of markets and industries served the competitive landscape can be difficult to overview, not least due to fast-moving technological developments. In such turbulent surroundings, how do you make sure your strategic decisions are correct? CEO Kai Gilbert explains:

“We were about to make some choices with long-term implications and to do that we needed a detailed picture of our markets and competitors. We didn't have that so we engaged Lindberg International to deliver the insights we needed so that we could figure out which markets to focus on and how to position imc and get an edge over competitors.”

### Lindberg International excelled in understanding both the business and the needs



**At the outset, Kai was a little skeptical because of the complex technological niches imc operates within**

*From a sister company, that has used Lindberg International for several years, we knew they were used to doing research that requires understanding of technologically complex products. That's why we started out with one project, but they really proved they were up for the job, so we quickly asked them to do three more projects for us.*



**Kai really appreciated the close collaboration during the research projects**

*We engaged in a very good work process. The collaboration was unproblematic, and I appreciated the pitstop meetings during the process where we discussed the preliminary results. Questions raised by us were then incorporated and answered in the final report. Lindberg International showed great flexibility and the final outcome improved because of this.*



**Now imc knows exactly where to focus and invest so Kai is very happy about the outcome of the research**

*I was very amazed about the amount of value – information, and insights – that we received and also the way it was presented including the recommendations provided. We now use the insights to capture more market share and since we now know the market sizes we also know where to invest more money and ensure our growth.*

## imc received valuable market insights and high value for money

**Kai is feeling at ease with the future:**




*“Making wrong decisions can be extremely costly in many ways, but the research provided by Lindberg gave us the opportunity to make strategic decisions knowing we end up on the right track.”*

## Recommending Lindberg to other companies with a similar need?

**Kai is ready to give a perfect score: 10 out of 10**

*“To be honest, I never thought that “outsiders” were able to understand our products and customers in the way Lindberg did. I was impressed. We got perfect value for money which is crucial to us with our size. They have a loyal customer now.”*

**Get in touch** if you want to hear more about how we at Lindberg International blend market research with commercial consulting so you can **“Act with confidence”**.

 [www.lindberg-international.com](http://www.lindberg-international.com)  
 +45 70 20 00 85  
 [info@lindberg-international.com](mailto:info@lindberg-international.com)

# LINDBERG INTERNATIONAL IN A NUTSHELL



**2000+**

Client projects



**60+**

Active clients



**97%**

Work abroad



**30+**

Years of experience

## About us:

For more than 30 years, Lindberg International has helped companies make commercial decisions with confidence by blending cross-border market research with pragmatic commercial consulting. We work to ensure our clients truly understand their markets, customers and competitors so they can decide where to focus and which initiatives to prioritise, turning insight into profitable growth.

At Lindberg International, experienced consultants and skilled researchers work side by side in every project. We combine market insight and commercial consulting as a tailored mix shaped by your needs. Built on this strong foundation, we offer three core services:

- High-impact cross-border research that powers your next move
- Commercial strategy for focused action and profitable growth
- Innovation that takes you from insight and ideas to market impact

All with one purpose in mind: making our customers able to **act with confidence**.

## Some of our active clients:

