



An exciting new technology is of little use without a strong business model to bring it to the market

Leica Geosystems in Odense, Denmark is a technology OEM provider specializing in advanced machine control and positioning solutions for heavy construction. As part of Hexagon, it delivers robust hardware and software platforms that integrate seamlessly into OEM equipment, improving accuracy, productivity and safety while accelerating time to market for connected and increasingly autonomous machinery.

A robust business model that brings mutual benefit to both partners was crucial

Leica Geosystems and Kobelco, a Japanese construction machinery manufacturer, had a mutual interest in pairing up Leica Geosystem's remote-control software with Kobelco's excavators to bring an entirely new solution to the market. Tommy Buch, Global OEM Account Manager, explains it like this:

“Together with Kobelco we needed to translate our remote-control technology into a viable business for both parties by defining a clear business model. Our combined solution was something never seen in the market before, so we had to make sure that we took advantage of this while reducing the risks from venturing into this new territory.

Lindberg International was the obvious choice due to their practical approach



Tommy was never in doubt who to choose for the task due to previous experience

I have worked with Lindberg International several times over the years and I have always been impressed by their ability to genuinely understand my needs and goals and help me achieve these.



Tommy felt that bringing together staff from a Danish and a Japanese company and make them work together went well

The process was both smooth and effective with some strong sessions where we worked on different business models. Lindberg facilitated and also contributed to these in a great way that meant that all participants, irrespective of company and culture, were on the same page and worked towards the common goal. Not an easy task, but they did it.



The process was, according to Tommy, fundamental to the result: A strong market-validated business model

Working with Lindberg was smooth and effective, from developing business models to subsequently validating insights with potential customers. What impressed me the most is Lindberg's flexibility and proactive approach. They are great at making things happen and always ensure that we are on the right track and ensure buy-in. Very impressive.

Different companies with different technologies were melted together

Tommy Buch now knows the way forward:

“We were never in doubt about our remote-control solution, but now we also know how to bring it to the market together with Kobelco. Together we have created a strong business model with proof-of-concept so now we all know exactly what to do.”

Recommending Lindberg to other companies with similar needs?

Tommy's verdict is clear: 10 out of 10

“What they do is useful in practice with a solid theoretical foundation. They succeed in translating knowledge into something very tangible that we practitioners can use.”

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”**.

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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:

