

PowerEdge Success Story



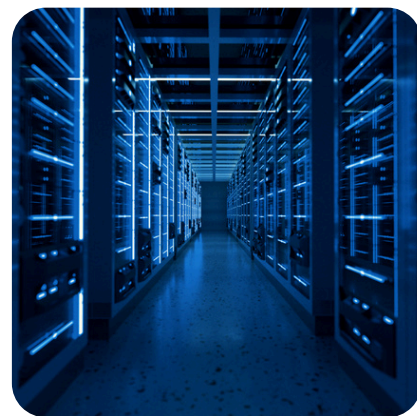
ASIAN BATTERY MANUFACTURER

MARKET ENTRY AND STRATEGIC EUROPEAN GROWTH

www.poweredge.energy

THE CLIENT

Our client is a major **global battery manufacturer** with a multi-billion-dollar revenue and a diverse product range, including **lead-acid, advanced lead, and lithium-ion technologies**. Their goal is to **expand** their premium offerings **within the European market**, particularly in the data center and telecom sectors. The partnership began in 2024 and continues to grow, with new achievements and milestones reached each quarter.



THE PROJECT

PowerEdge undertook a strategic initiative to **drive growth** in battery sales **across Europe**. Leveraging decades of industry expertise, PowerEdge **facilitated market entry** for a global battery manufacturer by connecting them with high-value clients, **building partnerships**, and using customer feedback to inform R&D for future product development. The project focuses on applications in **data centers, telecommunications, motive power**, and dedicated added-value solutions.

THE CHALLENGE

The client is looking to achieve a **significant growth in key European data center and telecom customers**, crucial for expanding their premium offerings. Success required not only direct client introductions but also a strategic push to refine their marketing, product management, and communication activities. With continuous insights and market intelligence of PowerEdge, the client can now more effectively target, penetrate, and sustain engagement with critical customer segments in selected countries.

THE RESULTS AND ROI

To date, PowerEdge has successfully identified **over €15 million in new business opportunities**. The client's products have been aligned with key RFQs and annual contracts, and several new partnerships and distribution channels have been established.

TIMELINE 01/2024 - ON-GOING