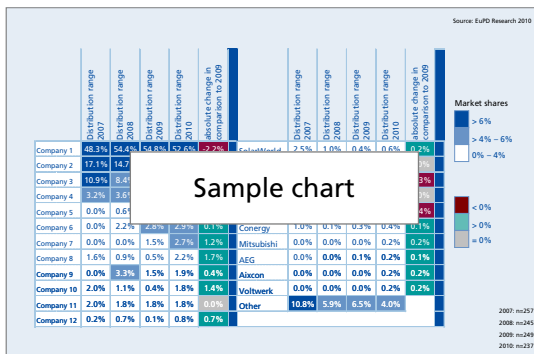


# The European PV Inverter Monitor – Installer Insights 2011

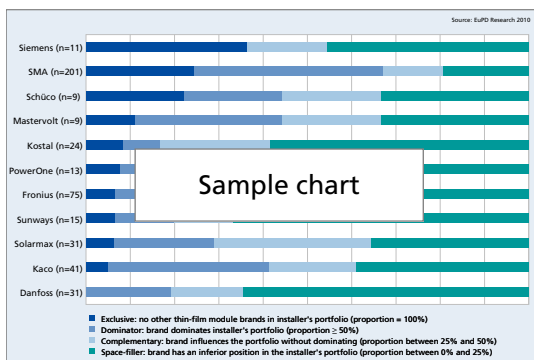
- Recognize the main players within the market which helps you to navigate within this fast moving industry
- Focus on downstream data in order to leverage your sales activities
- Receive comprehensive primary data-based information on the PV inverter market
- Understand installer behavior and dynamics in the market for an increasingly important system component
- Learn how installers, the gate keeper to the end customer, perceive different brands

## Sales Channel Architecture



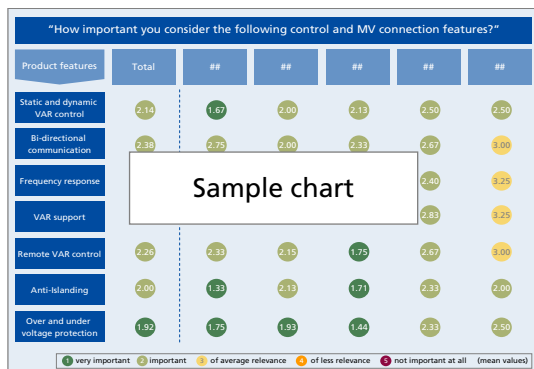
The study will help you to extend and improve your sales channel activities. An insight into the procurement activities of installers is provided in order to support and secure this. Furthermore, both distribution activities and supplier strategies will be analyzed in detail. Amongst others, installer procurement channels, distribution ranges of top PV inverter manufacturers as well as the market penetration of the most important PV inverter suppliers will be covered.

## Value of Brand Management



On the basis of more than 400 quantitative interviews, the study will provide a detailed impression of installer brand awareness and recognition. This will support your company in improving its marketing strategies and brand management. The analyses include assessment of brand status, brand value and loyalty as well as the reasons for selecting or not selecting a specific PV inverter brand. Furthermore a benchmark of most important PV inverter suppliers will be given. Brands covered include: SMA, Fonius, Mastervolt, Kaco, Danfoss

## Product Features and Success Factors



What are the features most desired by the installers?  
 Which technological developments have to be considered?  
 Which technological features are required?  
 The study will provide an overview with regard to current and future desired product characteristics.  
 This will provide you with additional knowledge to more accurately meet your customer requirements.

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<b>Information Sources</b>	<ul style="list-style-type: none"><li>▪ Quantitative interviews with more than 400 installation companies in the PV industry</li><li>▪ Systematic desk research (external databases, business reports, etc.)</li><li>▪ EuPD DAT – internal market &amp; industry database</li></ul>
<b>Contents (Subject to change)</b>	Executive Summary Part I. – Industry Overview Part II. – Brand Awareness Part III. – Procurement Behavior Part IV. – Price Development Part V. – Product Characteristics Part VI. – Conclusion
<b>Benefits for your Company</b>	<ul style="list-style-type: none"><li>▪ Receive helpful information in order to develop innovative marketing strategies</li><li>▪ Realize the dynamics of this rapidly changing industry to gain a competitive advantage</li><li>▪ Better understand customer attitudes, requirements and expectations with regard to PV inverters</li><li>▪ Leverage your sales efforts by efficiently targeting customer desires in order to increase sales margin</li></ul>
<b>Included in Delivery</b>	1x report, high quality binding
<b>Price</b>	Price: € 4,950 (excluding VAT and S/H)
<b>Author</b>	Stefan Pietzsch, Project Manager

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