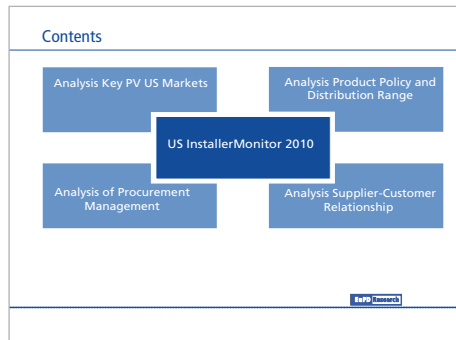


US PV InstallerMonitor[©] 2011

- Be part of an exclusive customer group in an in-depth survey of US PV installers at a preferential price.
- Receive crucial and up-to-date information for a successful penetration of the key PV markets in the US states.
- The study helps you understand the brand preferences of PV installers.
- Receive a detailed analysis of the market position of you and your competitors in the US PV market.

PRODUCT DETAILS

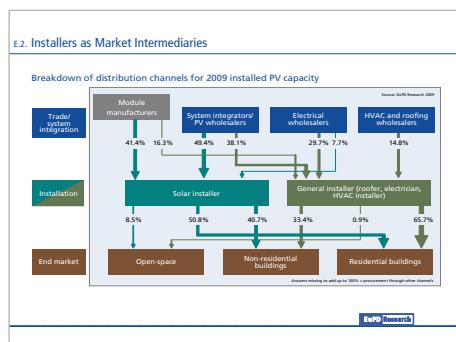


This product will provide you with comprehensive information on installers as your main target group in the most important PV states of the US: Arizona, California, Colorado, New Jersey and Pennsylvania.

The study is structured into four main parts:

1. Key market figures of the US PV markets: Market development, customer segmentation, incentive framework.
2. Brand performance and distribution ranges: Installer product portfolios, brand awareness and loyalty.
3. Procurement management: Procurement and distribution channels.
4. Supplier-customer relationship: Satisfaction with suppliers, sales strategies, customer groups.

PROCUREMENT MANAGEMENT



It is of utmost importance for PV providers to penetrate new distribution channels and to strengthen or extend their existing ones in order to ensure profitable market growth.

The study therefore analyzes the following aspects:

- Brand loyalty, preference and recommendation
- Procurement strategies
- Procurement channels 2010-2011
- Purchase decision according to brands/technologies

SUPPLIER-CUSTOMER RELATIONSHIP

Brand Status and Value

Aided recall of brand awareness and classification according to product classes

Brand	Aided brand awareness	Premium	Mid-range	Low price	No answer
Brand 1	245	22%	57%	11%	10%
Brand 2	244	57%	32%	2%	9%
Brand 3	240	28%	17%	2%	2%
Brand 4	227	45%	37%	7%	10%
Brand 5	225	44%	38%	3%	10%
Brand 6	222	44%	45%	4%	7%
Brand 7	218	22%	39%	5%	12%
Brand 8	215	27%	52%	10%	10%
Brand 9	209	13%	10%	12%	15%
Brand 10	207	15%	30%	13%	22%

EuPD Research

From a PV module manufacturer's perspective, it is crucial to keep track of how a brand is perceived by customers. This helps to ensure that a successful marketing strategy is implemented.

Several important aspects of the supplier-installer relationship are addressed:

- Installers' perception of manufacturers' products and brands
- Categorization of several brands into different product classes
- Display of preferred brands
- Level of satisfaction/recommendation of brands



Product Data Sheet

Release Date	December 2011 (subject to a minimum number of participants)
Information Sources	<p>Primary Research: Quantitative interviews with PV installers.</p> <p>The following states will be covered by the sample:</p> <ul style="list-style-type: none"> ▪ Arizona ▪ California ▪ Colorado ▪ New Jersey ▪ Pennsylvania ▪ (Optional: Florida and New York) <p>Desk Research: gathering of information from national and state organizations, industry portals and media. Cross-check of data with external sources and amplification of database.</p> <p>EuPD DAT: constant tracking of the global PV markets and relevant market participants. Comprehensive background information on global PV markets.</p>
Contents	<ol style="list-style-type: none"> 1. Content 2. Research design 3. Market structure of analyzed US markets 4. Procurement management 5. Brand management 6. Customer satisfaction analysis 7. Comparison of state markets
Benefits for your Company	<ul style="list-style-type: none"> ▪ Learn details of PV installer procurement processes ▪ Identify the most important brands and suppliers from a US installer perspective ▪ Discover the most successful strategies for business with PV installers ▪ Understand your competitors and be able to more effectively position your brand and products in order to increase your business opportunities with PV installers
Included in Delivery	1x printed report, high quality binding
Price	€ 10,500** \$ 13,900**
Author/Contact	Christian Schossig

*(excluding sales tax/VAT) **(excluding sales tax/VAT and P&P)

