



# Technology-Driven Market Intelligence (TDMI) Programs



Technology-Driven Market Intelligence (TDMI) is the link between your unique technology and discovering new customers that need that technology. TDMI is ideal for manufacturers with a unique tool, service, or technology; who are trying to reach new customers or market segments; or who are interested in business growth.

## TDMI can help your business grow by:

- Identifying other uses for existing technology
- Using the information to find new markets
- Prioritizing options and offering direction
- Creating the potential for new sales

## TDMI can benefit your business by:

- Giving you an unbiased review of your technology and market
- Giving you expert research utilizing member-only databases
- Providing you with results from interviews with industry leaders and potential customers
- Generating a plan with multiple solutions and outcomes
- Prioritizing ideas to eliminate false paths
- Providing a clear direction for progression
- Identifying a prospective client list



## WHO WE ARE

**As a private non-profit corporation, we focus fully on generating positive results for our clients.**

Our team of manufacturing experts work side-by-side with hundreds of manufacturers each year, helping them develop and implement effective solutions that address their biggest challenges.

We closely monitor trends and best practices in manufacturing, and proactively develop solutions that meet the existing and emerging needs of manufacturers.

WMEP Manufacturing Solutions is part of the MEP National Network™, a public-private partnership that advances U.S. manufacturing. MEP Centers are located in all 50 states and draw on the talents of over 1,400 trusted advisors and experts.

## WE HELP MANUFACTURING COMPANIES BECOME MORE PROFITABLE & VALUABLE

### WHAT WE PROVIDE

WMEP Manufacturing Solutions recognizes that manufacturers face various challenges and we provide proven solutions to these challenges in the following areas:

- Operational Excellence
- Growth & Strategy
- Industry Certifications
- Human Capital
- Automation & Technology
- Sustainability

### CONTACT WMEP TODAY:



**Mark Hatzenbeller**  
Northeast Wisconsin  
920.246.0051  
hatzenbeller@wmep.org



**Eric Decker**  
Southern Wisconsin  
414.429.2252  
decker@wmep.org