

# MEG Case Study: Outotec

Client Type: Service and equipment provider

## Customer Profile

Outotec is a leading global provider of process solutions, technologies, and services to support the whole production chain of processing minerals to metals. With a history of over a hundred years in two major metal companies, Outokumpu and Lurgi Metallurgie, Outotec's technologies and equipment have come to be relied upon around the world to deliver high-quality and cost-effective production.

## The need

The Outotec Market Intelligence team is responsible for seeking out new opportunities—poring over a substantial quantity of business-related market data to identify hot prospects.

Reviewing and compiling information from multiple information sources takes an extraordinary amount of time. Numerous internal and external information sources must be cross-referenced, verified, and analyzed—the results used to see where the real opportunities are in the mid-to-long term.

To assess emerging opportunities around the world, Outotec needs a tool with a huge amount of well-structured information on global mining operations. Identifying these opportunities early gives Outotec a competitive edge.

## Solution

To reveal signals of emerging opportunities, Outotec collates and compares knowledge gathered from direct client contacts with the information in MEG's MineSearch database. MEG's MineSearch analysts gather information from hundreds of sources, and carefully read, analyze, and organize the data into a single online service—creating a comprehensive view of global mining activities.

MineSearch yields faster results. Outotec quickly and easily extracts information to identify prospects in their 12 market areas worldwide—gaining greater efficiencies by filtering MineSearch information by specific criteria, exporting it with the formatted Excel spreadsheets, and then applying their own proprietary metrics.

Highly organized project and company profiles and standardized data make it easy to evaluate projects and opportunities around the globe. Unique descriptions paint a story of a project's development, and details regarding project size, production history, and costs help determine the viability of a project or potential new client.

MEG's Strategic Report and Industry Monitor offer Outotec a source of supply-side market intelligence. Worldwide perspectives and analysis of global industry trends provide context for developing strategic and tactical directives. As a result, Outotec gains both general and very specific views of mining industry activities through the combination of MEG's MineSearch and Strategic Advisory services.

“MineSearch is our first stop for generating long lists of technology sales opportunities and to identify the best opportunities early.”

Heikki Puustjarv  
VP Market Intelligence, Outotec

## Related MEG Services

- ▶ MineSearch
- ▶ Strategic Advisory Services
  - Industry Monitor
  - Strategic Report



## Related MEG Services

### Strategic Advisory Services

#### Industry Monitor

The MEG Industry Monitor is a series of comprehensive graphs and charts, with related commentary, illustrating MEG's analysis of monthly changes and emerging trends in the base and precious metals pipeline. Using information only available from MEG, the Industry Monitor tracks developments based on announcements over the past 26 months of significant drill results, initial new resources, project development milestones, significant financings, and acquisitions.

#### Strategic Report

A bimonthly compilation of original MEG research on critical supply-side issues—acquisitions activity, capital costs, production cost curves, financings, exploration, emerging markets, new and developing mines, metals outlooks, and smelting and refining charges.

### MineSearch

MineSearch is a database of thousands of global mining projects and companies using the highest-quality, credible, and historically rich information in the industry. Based on more than 30 years of research and analysis, the service provides clients with the information needed for benchmarking, due diligence, identifying opportunities, tracking competitors, performing quick “what if” scenarios, and completing in-depth, detailed analysis.

“I really couldn't do my work without MEG services. The services play an integral role in looking for global opportunities and performing mineral evaluation by providing the ability to scan external business-related market data. The power lies in the ample written descriptions—history of project development, operational cost data, and production cost data.”

Heikki Puustjarv  
VP Market Intelligence, Outotec