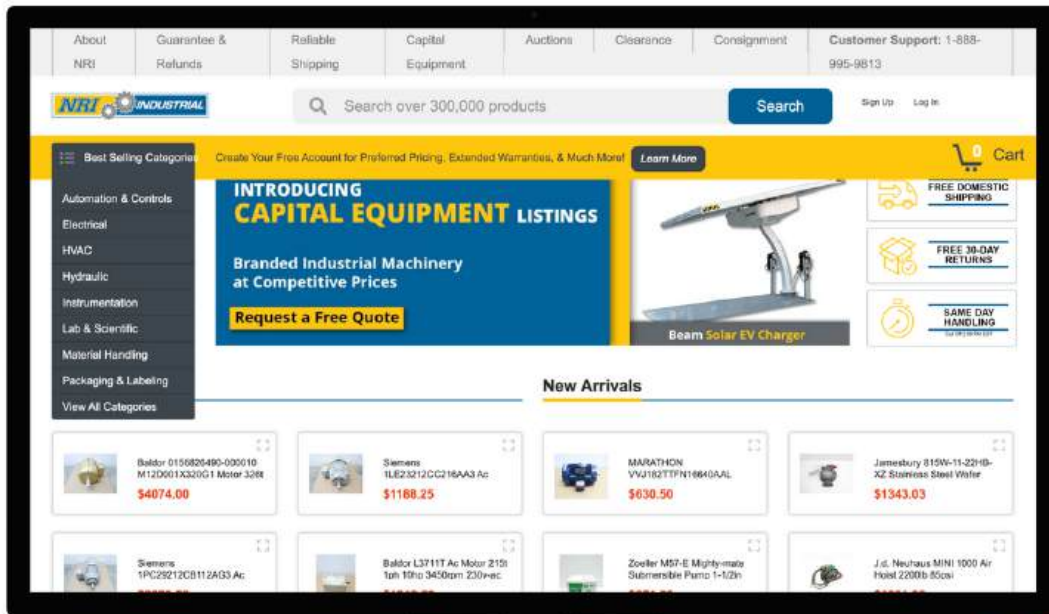


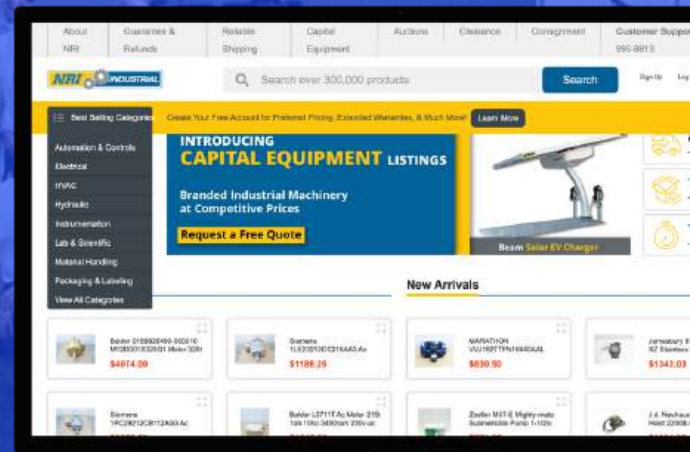


BUSINESS CASE



NRI Industrial Sales

How did US automation supplier improve and increase their European presence in the automation distribution sector?



ABOUT THE COMPANY



NRI Industrial Sales Inc. is a well-established U.S.-based distributor with over 15 years of experience in the industrial parts and equipment sector.

The company specializes in new, surplus, and used industrial components and boasts **an extensive inventory of over 1 million parts**, spanning categories such as **Automation & Controls, Electrical, Valves, Pumps, Instrumentation, Power Transmission**, and more. Serving global customers, NRI mitigates part shortages and extended lead times, reducing downtime for manufacturing operations worldwide.

Their commitment to sustainability and efficiency is reflected in their **stock of hard-to-find and obsolete parts**, which supports system integrators and suppliers in maintaining uninterrupted operations.

THE CHALLENGE

NRI Industrial Sales Inc. faced three primary challenges:

01 Market Expansion into Europe:

NRI Industrial Sales Inc. aimed to enter the European market to connect with companies possessing surplus parts. This expansion was crucial for increasing their global footprint and tapping into new business opportunities.

02 Enhancing Product Visibility:

The company sought to improve the visibility of its products in stock to international buyers who might not be aware of NRI's offerings. This involved finding an effective way to reach potential customers and showcasing their diverse inventory more prominently.

03 Seeks Streamlined Market Access to Expand Product Range:

NRI Industrial Sales Inc. wanted a streamlined approach to accessing market information across various regions. They aimed to easily identify companies specializing in specific brands and discover new suppliers, thus expanding their service and product range and enhancing their overall effectiveness in serving customers.

STRATEGIC APPROACH & SOLUTION



To address these challenges, NRI Industrial Sales Inc. implemented the following strategies:



1. European Market Entry Strategy:



Participation in ANEXPO:

The company participated in ANEXPO, a major conference for the industrial automation sector in Europe. This event provided a platform for NRI Industrial Sales to **network with European suppliers** and **industry professionals**, gaining **insights into the local market** and building **connections with companies that have surplus parts available**.



Market Research:

Conducted comprehensive research through the Automa.Net B2B platform to understand the European industrial parts market, including key players, market demands, and regulatory requirements.



Localized Marketing:

Launched targeted marketing campaigns tailored to the European market, including translating marketing materials into major European languages and customizing messaging to resonate with regional needs.

2. Increasing Product Visibility:



Digital Presence:

Enhanced NRI's online presence by optimizing its website for international search engines and improving SEO strategies to attract global traffic. This included creating region-specific landing pages and leveraging social media platforms.



Global Marketplaces:

Listed NRI's products on international online industrial parts platform like Automa.Net to **reach a broader audience** and **increase visibility among international buyers**.



Content Marketing:

Developed and distributed informative content, such as white papers, case studies, and industry insights, to position NRI as a thought leader and attract potential customers. Identified marketing activities using the Automa.Net platform and through extensive communication on social media.

THE RESULTS



Automa.Net &



Automa.Net tackled NRI Industrial Sales challenges by providing a user-friendly interface and robust search functionality. The team of 6 users could **easily find parts from the 37 million daily offers** using intelligent search and watchlist capabilities, enhancing response speed.

The cooperation with Automa.Net helps NRI Industrial Sales connect with more companies that have **surplus parts for sale**, enhancing their ability to stock diverse and in-demand items.

The strategic initiatives, comprehensive actions: presence on Automa.Net and participation in ANEXPO, led to several notable outcomes:

01

Successful European Market Entry:

Being a member of Automa.Net and participating in ANEXPO provided NRI with valuable exposure to European suppliers and industry professionals. The conference helped NRI **establish a presence in the European market, build crucial partnerships** with more than 5 notable industrial suppliers, and connect with companies having surplus parts, **significantly expanding their global reach.**

02

Enhanced Product Visibility:

The improved digital presence and targeted marketing efforts, bolstered by insights and connections made at the Automa.Net platform and ANEXPO meeting, resulted in **increased visibility among 700+ international automation traders.** NRI experienced a **rise in web traffic from European countries** and **received more inquiries.**

03

Efficient Supplier Discovery:

The networking at ANEXPO streamlined the process of **identifying and connecting with new suppliers.** This allowed NRI to **broaden its inventory** and **better meet the needs of its customers.**

Conclusion

NRI Industrial Sales Inc.'s strategic approach to expanding into the European market, including its presence on the Automa.Net B2B platform and participation in ANEXPO, proved highly effective. By leveraging market research, digital marketing, and the opportunities provided by the conference, NRI successfully navigated the challenges and achieved their expansion goals.

Find out more:



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