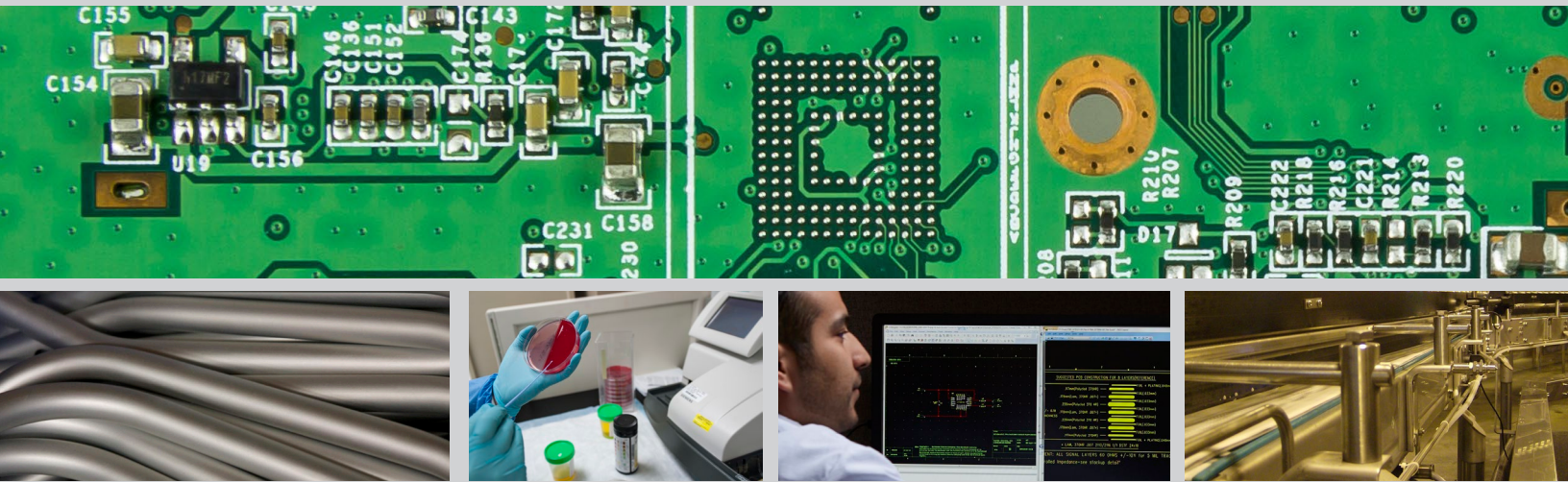




Technology-Driven Market Intelligence (TDMI) Programs

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

We're successful because we want the same things you do including:



Cost & Efficiency - Increasing profitability through waste and downtime reductions, improved materials usage and operations, grant utilization and financial systems.



Growth - Growing revenues by reaching new customers and markets, new product development, exporting, adding capabilities through strategic hires, and improved employee productivity.



Winning Culture - Developing an environment and processes that attract and retain talent, grow employees' capabilities, and create an empowered workforce.



Certification & Compliance - Pursuing certifications that set a company apart as well as certifications needed to fulfill local, state, national and international qualifications and to achieve awards and grants.

WMEP's Value Proposition

How we're different	Why it matters	How clients benefit
We are an end-to-end solution. From supply chains to sales, we have the capability and networks to positively impact your business.	We understand the contributions of the pieces to the whole and use this understanding to help you optimize your enterprise.	We can identify the most impactful enhancements to make to your business to help you achieve your objectives.
We have extensive experience across all major manufacturing industry sectors in Wisconsin.	Our breadth and depth of experience working on projects and companies similar to yours increases our speed and effectiveness.	It takes less time for our staff to learn your business and objectives. We apply proven solutions to your business challenges.
We are all about manufacturing. We work with everyone and anyone who is committed to the success of manufacturing in Wisconsin.	We get manufacturing, and we're ready to roll up our sleeves and get to work to help you be successful and achieve your objectives.	In addition to our experienced and talented staff of experienced manufacturers, we provide access to our extensive national networks of industry experts.
We are evaluated by the results we produce for your organization. Your success is our reward.	Our objectives are aligned. We only recommend solutions that will help you achieve your business objectives.	Since the year 2000 we have generated over \$3.0 billion in total financial impact for our state economy, averaging slightly over \$450,000 per project.

Jim Sullivan



Milwaukee
608.354.1346
jsullivan@wmep.org

Eric Decker



Milwaukee
414.429.2252
decker@wmep.org

Mark Hatzenbeller



Northeast Wisconsin
920.246.0051
hatzenbeller@wmep.org

Andy Broderick



Southwest Wisconsin
608.630.4028
broderick@wmep.org