

Market Analysis of the Fire Safety Tools for Consultants and Planners



For a highly regulated market, such as fire safety, there is a demand for experts in order to fulfil project requirements and customer needs. These experts are referred to as consultants and planners. Their job is to deliver fire safety designs not only for the purpose of achieving code compliance, but potentially with an added value for the customer, such as the reduction of the total cost of ownership. This study aims at investigating their needs and pain points. Furthermore, to understand the market trends and to analyse the main competitors in the fire safety market. The final goal is to address the status in the market and potential improvement by the industrial partner, Siemens Schweiz AG.

Planning process, pain points, trends, jobs-to-be-done, stakeholders and responsibilities as well as the tool offering were analysed through comparison of previous studies and conducting interviews with

consulting companies. Firstly, customer journey mapping was created to present the process, involved stakeholders, touch-points and to provide possible solutions to the pains which consultants and planners face during the process. Secondly, trends, support and tools were evaluated from the qualitative data. Finally, a competitor analysis, using competitive profile matrix and SWOT analysis was conducted to understand the position of the industrial partner in the market and combine it with the qualitative data in order to highlight the gaps and opportunities.

The results show that the preliminary design and specification phases are the most important for consulting and planning. Furthermore, there is a room for improvement as many tool offerings in the market are for other stakeholders, such as installers, and not consultants and planners. Because of this, there is a perceived lack of value of

consultant and planner activities. Competitor analysis addressed the opportunities of training and education as well as the creation of toolboxes with frequently required task solutions. Challenges are frequent changes in product portfolio and distinct software solutions that ensure required output. Finally, the fire safety market is seen as closed and mostly cost driven with a slow adoption rate of new technologies.

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