

# Solar Intelligence



## Navigate Solar's Shifting Value Chain to Find Innovation and Profit

The solar industry is now recovering from the ambitious capacity build-out and price crash of 2011-2012, and investment – both strategic and project-based – is making its way back into the industry. Historically, low system prices have enabled a broad demand market for solar, which only continues to grow both in size and influence, globally. However, industry participants benefiting from this growth must also deal with intense competition to improve technology and a dynamic policy landscape. Lux Research helps investors, governments, and stakeholders capitalize on the evolving landscape by helping to:

- > Identify profitable, competitive technology improvements along the value chain, from polysilicon to modules and systems
- > Assess a wide array of technology providers along the value chain, from start-ups to large incumbents
- > Understand key transactions and changes in the competitive landscape and their impacts on both the materials and energy industries
- > Translate complex policy drivers into an actionable market strategy
- > Provide data-driven growth opportunities to boost revenues

### Intelligence Access

For more information on how to access the Lux Solar Intelligence service, contact your Lux Research account manager, or call +1-888-589-7373 or +1-617-502-5300. Send email to [info@luxresearchinc.com](mailto:info@luxresearchinc.com). Visit us on the web at [www.luxresearchinc.com](http://www.luxresearchinc.com).

### Sample Solar Topics

#### Technologies

- > Siemens, FBR, UMG and other polysilicon
- > Photovoltaic production equipment
- > Non-active materials and coatings
- > Standard and kerfless wafering processes
- > Si, CdTe, CIGS, and OPV cell architectures
- > Crystalline silicon and inorganic thin-film modules
- > Concentrating photovoltaic (CPV) optics and systems
- > Concentrating solar power (CSP) systems
- > Hybrid/complex solar systems
- > Solar power electronics
- > Racking & mounting equipment, trackers

#### Applications

- > Residential rooftop
- > Commercial rooftop & ground-mount
- > Utility ground-mount
- > Building-integrated photovoltaics (BIPV)
- > Off-grid

#### Companies

- > 1366 Technologies
- > Advanced Energy
- > Enphase Energy
- > First Solar
- > QBotix
- > REC
- > SolarCity
- > SolarEdge
- > Solar Frontier
- > Solixel
- > Stion
- > SunPower
- > Sunrun
- > Tera-Barrier
- > Wacker

### Lux Research Difference

The Lux Solar Intelligence service is unique because it is:

#### Proprietary

Offers exclusive insights from primary interviews and site visits

#### Opinionated

Makes decisive calls about companies and technologies

#### Unbiased

Obtains objective/independent information and delivers impartial analysis

#### Confidential

Allows clients to secure information about innovators without revealing their identities

#### Cost-effective

Costs far less than expensive consultants or a resource-intensive internal team

# Solar Intelligence

## Research Membership Access

Lux Research members get on-demand access to Lux’s analysts, publications, and data across a set of emerging technology domains customized to their needs. Analysts with deep expertise in each domain provide ongoing market intelligence and technology scouting to help executives find new business opportunities and make better decisions.

## Membership Benefits

### Executive Sessions

Lux Research analysts regularly structure and deliver Executive Sessions – typically half-day to full-day onsite interactive meetings, which are a combination of Lux Research presentations and working sessions – that allow clients to tap more deeply into Lux data, methodologies, and insight.

### Member Site

Lux Research’s ongoing series of Company Profiles, Journals, and Market Reports provide a wealth of information. To access these publications and quickly find the information you need, clients can use Lux Research’s Member Site.

### Market Analysis

Lux Research analysts’ deep understanding of the underlying technologies makes them uniquely qualified to provide insightful market analysis of emerging technology areas. Drawing on extensive primary research for technical and market insight, Lux Research helps clients understand market opportunities through:

- Market Reports
- Analyst Insights
- Data Trackers

### Company Profiles

The core of Lux Research’s Intelligence services are our ongoing briefings – analysts select 50 to 125 leading innovators in each emerging technology field and publish primary-research-driven, opinionated, quantitative profiles of these players. These profiles are delivered to clients in email and available online through the Member Site.

### Analyst Inquiries

In addition to accessing Lux Research’s written research in the form of Company Profiles, Journals, and Market Reports, clients can also contact Lux Research analysts, who will quickly answer custom questions based on their ongoing research into emerging technology areas.

## Visualization Tools

### Lux Innovation Grids

Lux Research collects information and provides analysis on top innovators in emerging technology areas through company briefings. The Lux Innovation Grid uses data and insights from these profiles to compare companies.



### Spider Charts

Lux Research uses spider charts to show a technology provider’s scorecard, rating the company on 10 critical success factors, and compares it to other companies in the market in which they participate and the broader area of companies in their technology space.



### Global Offices

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