



# Technology & Market Intelligence and Product Analysis: Steer-by- Wire

Case Study

<b>Client</b>	Leading automotive system manufacturer and supplier
<b>Industry</b>	Automotive
<b>Products</b>	Thermal, driving-assistance, powertrain, and visibility systems

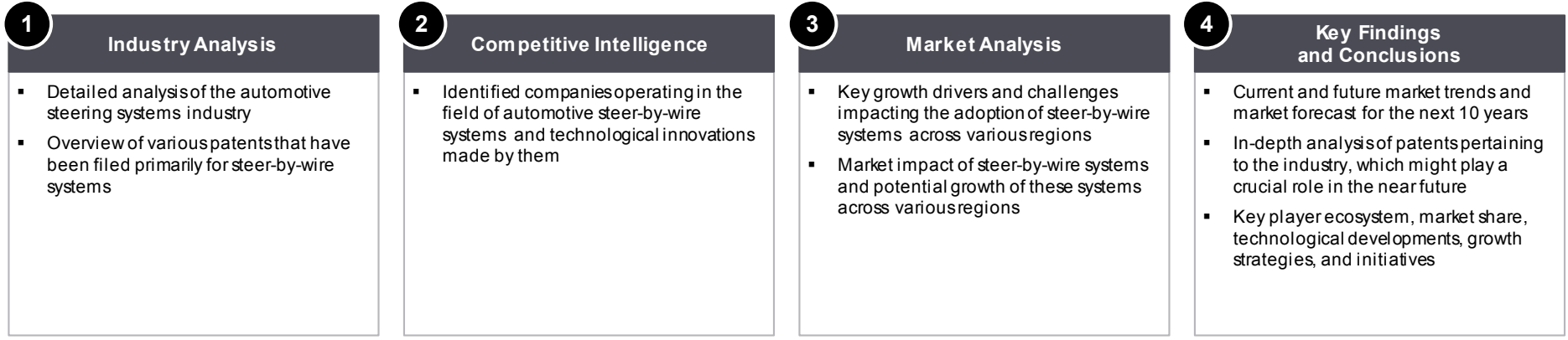
### Context

- The client wanted to gain an in-depth overview of the steer-by-wire systems market and the adoption rate of these systems in the coming years.

### Key Business Questions

- How has the evolution of automotive steering systems been over the last decade?
- Who are the notable manufacturers of automotive steer-by-wire systems?
- Which are the key components of automotive steer-by-wire systems?
- Which are the leading automotive OEMs using steer-by-wire systems?
- What are the regulations and legislations impacting the steer-by-wire systems market?
- What is the global & regional market forecast for automotive steer-by-wire systems till 2022?

### Engagement Scope



## Research Methodology

### Secondary Research

- Conducted desk research to understand the overall steer-by-wire systems market scenario and developments
- Referred to paid databases and identified patents for obtaining information on steer-by-wire systems

### Primary Research

- 20+ telephonic interviews conducted with technology providers, manufacturers, distributors, industry experts, etc.

## Benefits to Client

- The client received detailed inputs on the current market size and requirements of steer-by-wire systems across various regions, coupled with information on automobile components, technologies, and manufacturing processes in the automotive industry.
- The client also gained insights on future trends and requirements of the automotive industry over the next 10 years.
- The client obtained critical information on key players in the ecosystem, their market strategies, innovations, and initiatives undertaken by them.

## Sample Analysis

The sample analysis section displays four numbered slides from a report, each showing a different type of content:

- 1 Industry Analysis:** Shows a slide with a diagram of a vehicle chassis and steering components, illustrating the technical aspects of the industry.
- 2 Competitive Intelligence:** Shows a slide with a grid of logos for various companies, including Bosch, ZF, and others, representing the competitive landscape.
- 3 Market Analysis:** Shows a slide with a flowchart and text, likely detailing market trends, drivers, and challenges.
- 4 Key Findings and Conclusions:** Shows a slide with a large text block and a small image of a car, summarizing the research results.

# Thank you

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