Future Technologies Screening & Intelligence Program – Integrated Brakes

Case Study



Future Technologies Screening & Intelligence Program [1/2]

Client	Tier-I Supplier of Automotive Components
Industry	Automotive
Products	Automotive Electronics, Interior, Driveline, Brakes

Engagement Scope

Technology Landscape

- Identification of the emerging technologies and research breakthroughs Integrated Brakes in the automotive domain and cross industry areas
- Identification of the key suppliers of the technologies and their offerings
 - Basic details, key patents, recent developmental activities
 - Capabilities & features and use cases

Context

- Client wanted to explore emerging technologies for Integrated Brakes to align its R&D roadmap for next 5 to 10 years
- Further, Client was interested in screening important technologies and their in-depth assessment as well as
 identification of partner for implementation support for the subsequent stages of idea adoption/ R&D roadmap

Business Questions

- What are the new technologies for Integrated Brakes in the automotive domain and cross industry areas?
- How are the identified technologies compared with each other w.r.t. implementation, suitability, advantages, limitations, time, indicative cost and similar parameters?
- Which technologies are best fit to deliver desired features & capabilities for each technology cluster? What are the key innovations that are likely to generate the most value, in alignment with Client technology clusters?
- Who are the key suppliers for identified technologies? What are their offerings and capabilities?

Technology Benchmarking

- Comparative assessment to determine suitable technologies for Client's Technology Clusters
- Technology profiling & Benchmarking w.r.t.
 - Impact on products
 - Current state-of-technology
 - Benefits, KPIs, market potential, applications, etc.

Technology Assessment

- In-depth analysis of the technologies screened in the previous method w.r.t.
 - Strategic Fit to client's clusters
 - Competitive environment
 - Technological environment
 - Market environment
- Prioritizing the key technologies for deep-dive analysis

Deep-dive Assessment for

Implementation

- Qualified technologies are further analyzed in-depth for implementation based on various parameters
 - Partner scouting for suitable tech.
 - Technology due-diligence
 - IP assessment
 - Market potential
 - Trends impact, etc.

Future Technologies Screening & Intelligence Program [2/2]

Research Methodology

Secondary Research

 Conducted desk research to identify the key technologies and suppliers for Integrated Brakes in the automotive and cross industries

Patent Research

 Conducted patent research to perform a comprehensive and detailed landscape of patents filed by suppliers

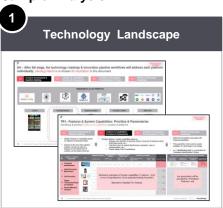
Primary Research

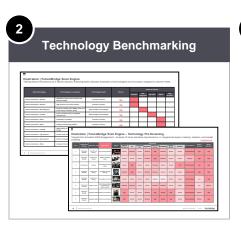
 40+ Telephonic interview with industry experts, suppliers, etc. to assess the emerging technologies & innovations and future requirements in the automotive industry

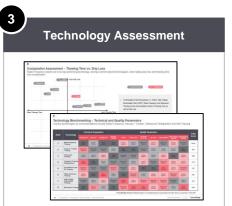
Benefits to Client

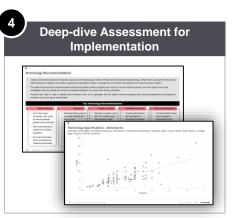
- Client got the understanding of emerging technologies and innovations for Integrated Brakes across the automotive and cross industry areas.
- Based on the analysis, client was able to map the emerging technologies that add value and align the R&D roadmap for the next 5 to 10 years across their technology clusters
- Client was able to get insights on the leading suppliers and potential partners for the shortlisted technologies along with their offerings and capabilities

Sample Analysis









Thank you

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