



# Future Technologies Screening & Intelligence Program – Integrated Brakes

Case Study

# Future Technologies Screening & Intelligence Program [1/2]

<b>Client</b>	Tier-I Supplier of Automotive Components
<b>Industry</b>	Automotive
<b>Products</b>	Automotive Electronics, Interior, Driveline, Brakes

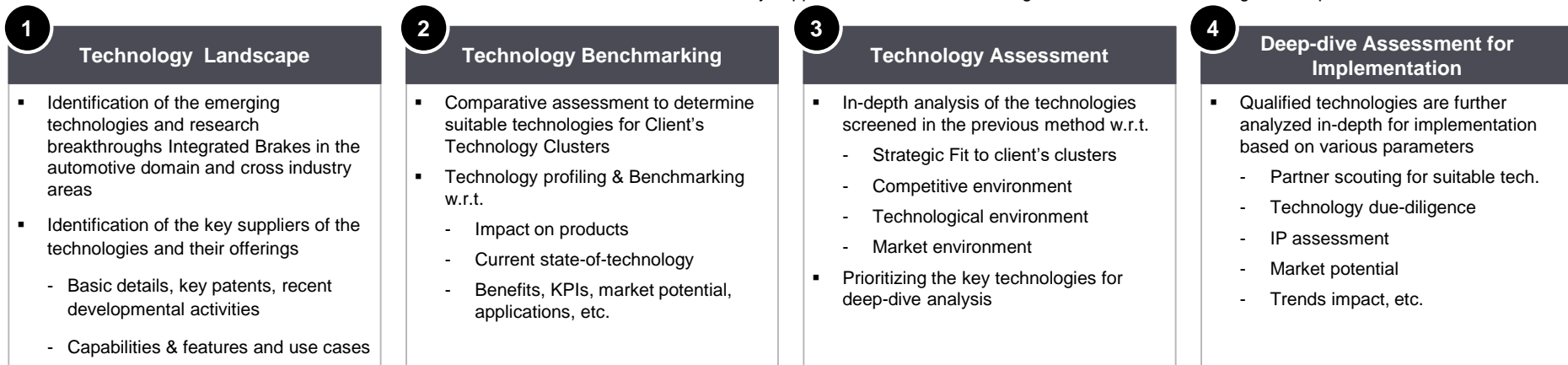
## Context

- 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?

## Engagement Scope



# 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

**1 Technology Landscape**

**2 Technology Benchmarking**

**3 Technology Assessment**

**4 Deep-dive Assessment for Implementation**

# Thank you

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