



Case Study

Telecommunications

Futuristic Technology Analysis

Business challenge

An Indian telecommunications giant with worldwide reach and a global presence wanted to understand the advancing technology landscape so that they could, as a business, keep up with the changing trends and avoid becoming obsolete.

The client was looking to upgrade their offerings by including newer technology. At the same time, they wanted to understand how they could incorporate these new technologies with the solutions already existing within the company.

They were looking for a market intelligence solution that could provide clear recommendations about the next steps to take so that they could compete successfully in a rapidly-evolving market.

Solution

Netscribes conducted a detailed study of the client's needs and developed an approach to gain the relevant strategic insights. The approach involved:

1. Technology and patent analysis

This involved the identification and analysis of in-scope patents in order to understand technology trends and emerging tech, assignee tech focus and tech roadmap, future tech prediction using patent data, technology need analysis, current and future research focus and technology drivers, inhibitors and challenges.

2. Competitive intelligence

This involved a detailed analysis of competitor activities such as current and future applications, commercial viability, business driving factors, achievements, rewards, funding, collaborations, investments and research projects and prototype analysis, new product development strategies, and success factors.

Results Delivered

Netscribes provided clear recommendations with supporting data along with a detailed SWOT analysis for all advancing technologies. This helped the client to identify the technologies on which they should focus. It allowed the client to start exploring the feasibility of entering into a new technology space.

Outcome

Through the insights derived from the technology and competitive analysis, the client was able to understand areas in which they could leverage the new-age technologies that will define the future of communication and networking.

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