

Strategic research services for a venture capital arm of a global technology leader in home healthcare and monitoring devices

Identified trends in connected healthcare devices industry

Identifying in-depth market insights, emerging trends & opportunities in connected healthcare devices industry.

CLIENT CHALLENGES

- The client required research support to perform an analysis of the connected healthcare devices market and emerging market trends to make informed decisions for investment
- Key requirements:
 - Provide in-depth market insights into the healthcare-connected device segment to identify potential growth opportunities
 - Deliver a graphical visually appealing and insightful PowerPoint presentation for senior management to make quick well-informed decisions

OUR APPROACH

- Understood the client's requirement to conduct value-adding strategic research
- Created a tactical plan covering methodology and timelines for staggered/periodic delivery
- Conducted intensive and exhaustive research analyzing key players, their solutions, and key developments
- Executed the project and delivered effective insight pieces in the agreed timeline
- Delivered the final insightful decks meeting all client requirements

IMPACT DELIVERED

- Provided an informative insight aiding quick data-driven informed decisions
- Quick turnarounds helped maintain a competitive edge for the client

- Assisted in identifying and selecting potential growth opportunities for the business
- Periodic and timely updates assisted the client to stay abreast of fast-moving technology markets

About Acuity Knowledge Partners

Acuity Knowledge Partners is a leading provider of high-value research, analytics and business intelligence to the financial services sector. The company supports over 650 financial institutions and consulting companies through a team of over 6,000+ subject matter experts who work as an extension of the clients' teams based out of various global delivery centres.

We empower our clients to drive revenues higher. We innovate using our proprietary technology and automation solutions. We enable our clients to transform their operating model and cost base.