

Corporate development advisory services to Fortune-10 Tech for tracking key developments and trends

Tracked market trends for the connected mobility market

Conducting extensive research on human capital requirement for entering into the autonomous connected mobility market

CLIENT CHALLENGES

- A US-based Tech behemoth required market research on the autonomous connected mobility segment and human capital requirement research
- Key requirements:
 - Provide strategic support on tracking the competition for strategies, financials and developments, market landscapes, and emerging trends
 - Provide research and analysis output in the form of an infographic presentation, enable the client team to identify market trends in terms of products, funding, and key partnerships

OUR APPROACH

- Understood client requirements to create a strategic plan covering all areas to produce an insightful final delivery with recommendations
- Conducted research to collect and synthesize relevant information available in the public domain for autonomous mobility
- Analysed and synthesized information from various sources to prepare detailed decks covering industry research, competitor monitoring, and human capital research
- Delivered helpful presentations that were informative assisted in discovering the talent sourcing tendencies of rival companies, new teams, and products being developed in the industry.

IMPACT DELIVERED

- Achieved 25%+ cost efficiency and reduced turnaround time of key projects

- Created bandwidth for the client to focus on core business operations
- Helped client team stay ahead of the competition by tracking domain developments
- Became an integral part of the client's Advisory and Market Insights team

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.