

Research support to Fortune 20 companies for key industry developments and trends

Supported in targeted sectors like MedTech

Opportunity identification and assessment in targeted sectors to maintain the client's competitive edge

CLIENT CHALLENGES

- The client's corporate strategy and innovation team based in the US required a 6-members team to support strategic market research related to Autonomous connected mobility, connected wearables and connected MedTech
- Key requirements:
 - Provide support in tracking the competition for strategies, financials, and developments in targeted sectors/segments
 - Provide industry updates through newsletters covering geopolitical and macroeconomic developments, track M&A in tech and competitors news to identify potential opportunity

OUR APPROACH

- Collaborated with the client stakeholders to understand the requirements of the project
- Created a strategic plan with information on the methodology and timelines for staggered/ periodic delivery
- Analyzed and synthesized information on targeted themes from various sources for consumer tech, semiconductor, and communications
- Executed and delivered insight pieces to maintain the client's competitive edge by delivering insightful presentations

IMPACT DELIVERED

- Reduced turnaround time of key projects and achieved >20% cost efficiency
- Better ability of strategy teams to track competitor updates and stay on top of the competition

- Periodic and timely updates assisted the client to stay abreast of fast-moving technology markets
- Freed up client's bandwidth for core jobs

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.