

Identification of Technology Partners

The Client: A top 3 ranked global automotive company

The Challenge: Identification of high impact technologies for future collaborations and determining partners for accelerated commercialization.

Project Objectives:

The Client was interested in understanding the following details in the identified Innovation / Technology thrust areas
Task 1: Identifying Top 5 countries in terms of R & D effort.
Task 2: Identify leading Top 10 technologies in North America
Task 3: Identify best-fit partners

Consulting Approach:

- Frost & Sullivan assembled a team of subject matter experts (automotive consultants, patent analysts and technology analysts) from our global team to carry out the stated work.
- The technology thrust areas, patent and technical papers search scope, search concepts, were finalized in consultation with the Client. Search results were manually reviewed to identifying documents relevant to the given study.
- R&D Intensity score was calculated as per technology and its country of development, based on patents, technical papers and R&D investment data. Best-fit partners were selected based on the evaluation criteria decided in consultation with the Client.

Outcome : Frost & Sullivan provided a detailed report in power point format providing following valuable insights:

- Task 1
 - R&D investment data (country-wise and technology cluster-wise).
 - R&D intensity index - criteria and weights.
 - Technology cluster-wise patents and technical papers data.
- Task 2 : Top 10 technologies in North America.
- Task 3 : Profiling of R&D efforts made by market leaders in this space.
- Key findings and strategic recommendations.

Business Impact: This engagement helped the Client's R&D team in aligning their corporate strategy with technology planning and increasing innovation and technology's speed to market at reduced research cost.