



## Case Study

# Technology Research

### Situation

In this modern technological era, there has been a growing demand for better looking and more power efficient technologies. When it comes to consumer electronic goods, it is the display that usually draws the most attention. From the point of view of technology consulting firms, these modern display technologies thus represent a unique business proposition. This was exactly what a global technology consulting firm was looking for.

There was a requirement from this globally reputed client to prepare a report on an emerging technology that could fuel the next generation of visually delightful and aesthetically pleasing displays and lighting solutions.

### Solutions

Given its trustworthy reputation in the niche technology research domain within India, DART was an obvious choice for the client. With a well-thought of and proactive approach, DART proceeded to frame an effective strategy to meet the client's requirements. The overall plan was to identify the key technical trends, future R&D directions and commercial feasibility of the technology in terms of its performance, lifetime and cost structure compared to already existing and other emerging technologies. The report covers the details of the technologies; how this technology is superior compared to other technologies; the technological trends impacting the target market; the various industrial applications of the technology; the key



### DART's Technology Research Services

DART provides technology research reports and analysis of technologically advanced products that are soon to be launched in the market. The report caters to existing industry players, and those who wish to enter into the market place. The DART team is proficient in analyzing the relevant product market and commercial feasibility of the product.



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firms (material suppliers and OEMs) operating in this industrial segment; the regulatory framework; the environmental and health issues; and an eight year financial forecasts of the technology.

In addition, DART made a conscious effort to confirm and justify the fact that the technology is likely to become the next big thing in the screen display and lightning industry. DART ensured that a detailed analysis is provided to cover the prospects of the emerging technical trends, the technological gaps and procedures that can help overcome these gaps, and the regulatory and environmental issues surrounding the use of toxic raw materials.

Thus, a reader can obtain a holistic view of the pros and cons of the technology being discussed.

DART clearly defined the research limitations to enable the readers to have a solid understanding of the technology within the pre-defined parameters of the report. For instance, DART defined the scope of the report to identification of the technology pioneers, elucidation of the strategies adopted by key raw material suppliers and the plan of action of OEMs actively interested in the technology. Separately, DART utilized its knowledge of market intelligence along with a combination of relevant data points acquired through primary and secondary

research sources to develop a comprehensive revenue forecasting methodology.

### Result

The final work product was a reliable technology consulting report which clearly pin-points the likelihood of certain aspects of technology that are most relevant for the industry. In addition, this kind of work depends on the capability of making astute judgment regarding the timeframe within which the technology can translate into commercial applications. DART delivered a report that was successful in meeting all the above criteria.