Video Surveillance market assessment

Case study

bostonANALYTICS
(A division of Pythhos Technology LLC)

BA assisted a U.S. based communications company assess market opportunities in the global Video Surveillance market

Client Background

- The client is a US-based international communications equipment company that produces wireless equipment, electronic systems, and terrestrial and space borne antennas for use in the government, defense, and commercial sectors
- The client wanted to enter the Video Surveillance(VS) industry, particularly in Storage, Integration and Video Analytics
- The client engaged BA to analyze the global Video Surveillance market so as to narrow down the growth sectors in Video Surveillance in each geography

Key Highlights

- BA outlined all the hardware and software technologies, and technology providers, that form the Video Surveillance value chain
- BA analyzed the global outlook for key sectors like public security and transportation, and the geographic outlook for the same for key geographies
- BA also analyzed the client's key competitors from different segments and core competencies
- BA provided it's analysis on the market outlook and the direction that each geography –sector was expected to take over a five year horizon

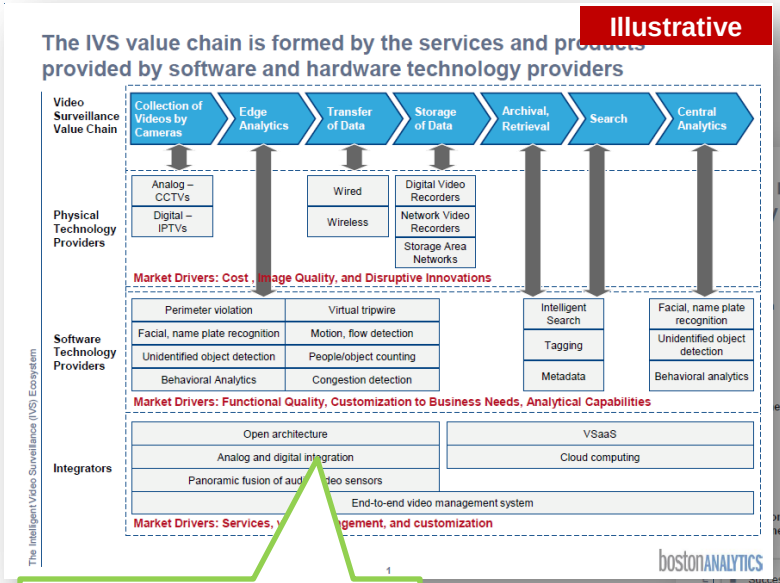
Key Business Questions

1. What are the key technologies in VS and their impact on the Surveillance eco-system?
2. Which are the most profitable industry sectors and what is the adoption / growth of VS technologies in each sector ?
3. What is the outlook and market size for different technologies in high growth sectors in each geography?
4. Who are the key competitors and what is their global and sector strategy?

bostonANALYTICS

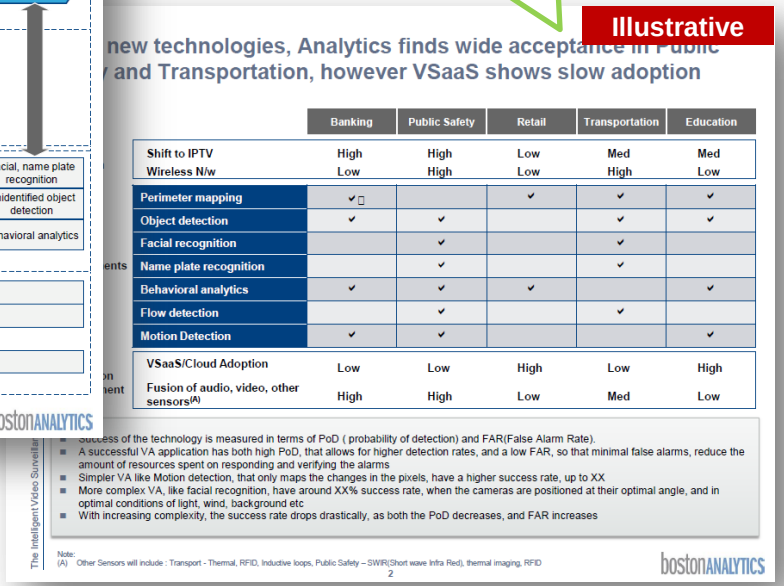
BA identified the VS ecosystem by in-depth analysis of technologies used in Video Surveillance and their applications and adoption

1. What are the key technologies in VS and their impact on the Surveillance eco-system?
2. Which are the most profitable industry sectors and what is the adoption / growth of VS technologies in each sector ?
3. What is the outlook and market size for different technologies in high growth sectors in each geography?
4. Who are the key competitors and what is their global and sector strategy?



The VS eco-system was mapped with the main technologies used. The technologies were then segregated according to hardware, software and integration requirements

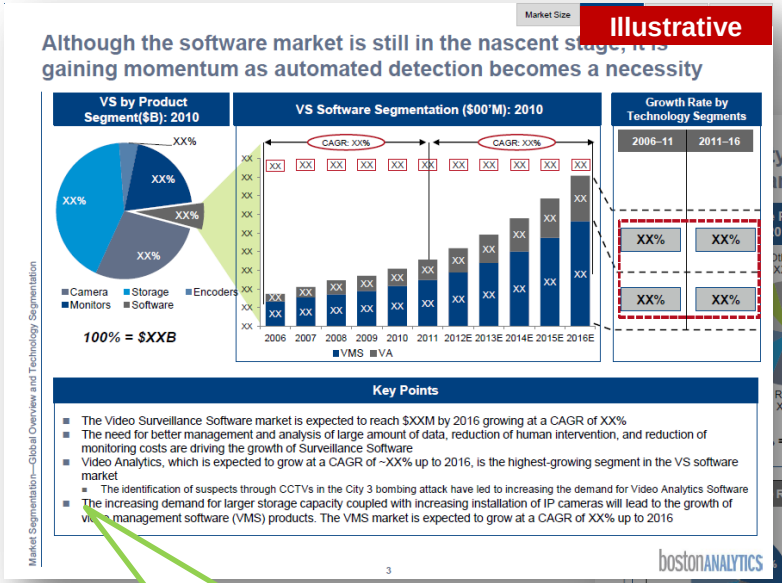
Each technology at each level was drilled down to define its presence and level of adoption in each sector



bostonANALYTICS

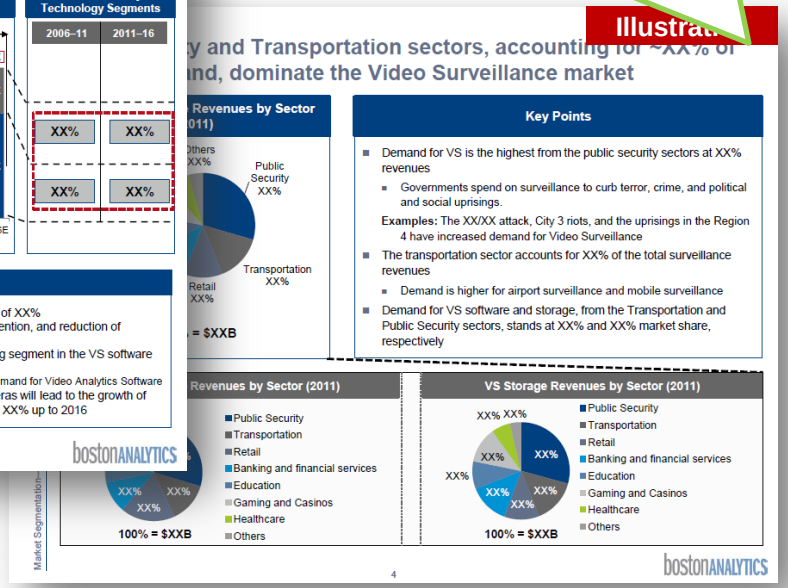
BA analyzed the growth trends of each technology for each major industry sector, in-line with the core competencies of the client

1. What are the key technologies in VS and their impact on the Surveillance eco-system?
2. Which are the most profitable industry sectors and what is the adoption / growth of VS technologies in each sector ?
3. What is the outlook and market size for different technologies in high growth sectors in each geography?
4. Who are the key competitors and what is their global and sector strategy?



Global growth of key technologies and expected future growth and trends were analyzed

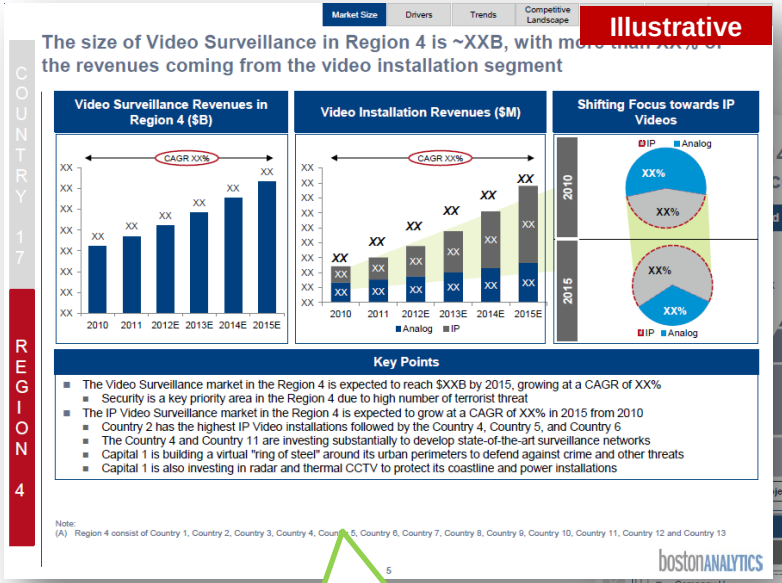
Sector-technology mapping was used to showcase growth of each technology in different sectors

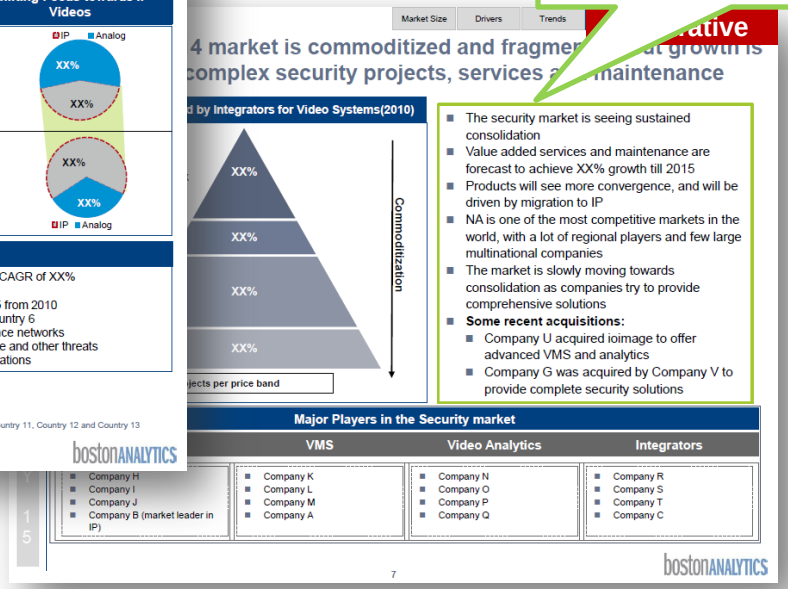


bostonANALYTICS

BA analyzed different geographies by sector, technologies, trends, drivers and business environment

1. What are the key technologies in VS and their impact on the Surveillance eco-system?
2. Which are the most profitable industry sectors and what is the adoption / growth of VS technologies in each sector ?
3. What is the outlook and market size for different technologies in high growth sectors in each geography?
4. Who are the key competitors and what is their global and sector strategy?





The business environment in each geography was analyzed with respect to the competitive landscape, business environment and major competitors

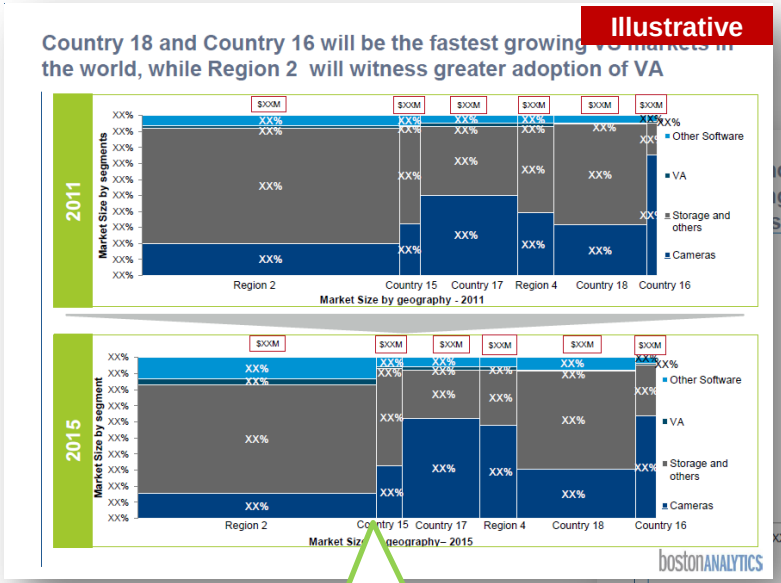
Each geography was analyzed on the basis of size of the market, drivers, trends and sector outlook

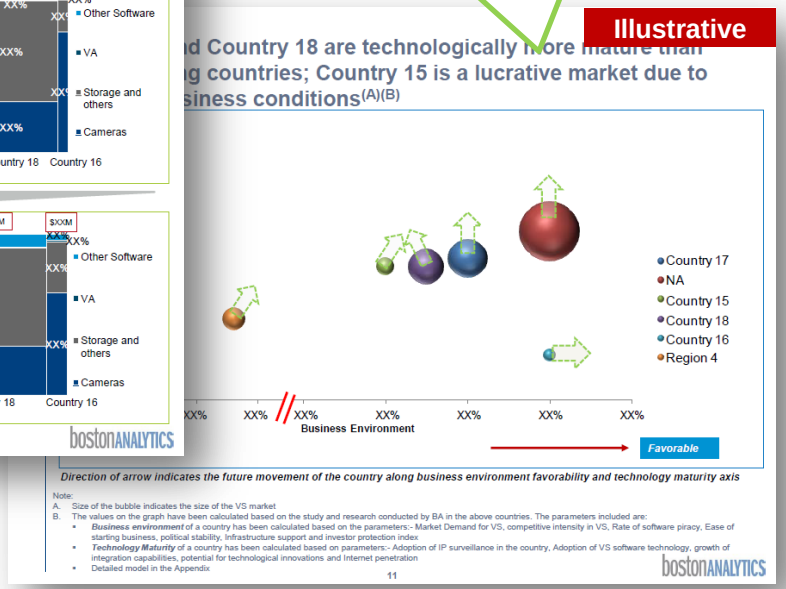
bostonANALYTICS

BA developed a maturity model to map the current and expected growth of different geographies, market size and business outlook

1. What are the key technologies in VS and their impact on the Surveillance eco-system?
2. Which are the most profitable industry sectors and what is the adoption / growth of VS technologies in each sector ?
3. What is the outlook and market size for different technologies in high growth sectors in each geography?
4. Who are the key competitors and what is their global and sector strategy?

A technology-business maturity model was constructed to compare each geography and give a view on expected growth direction



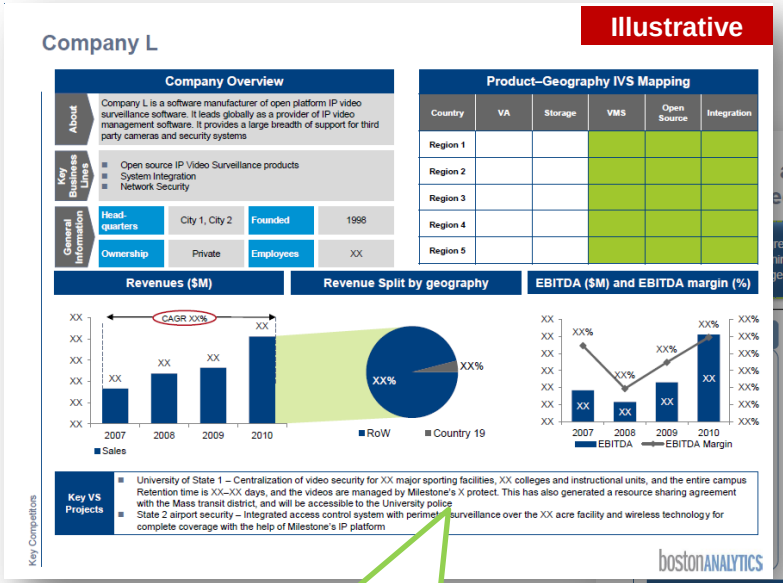


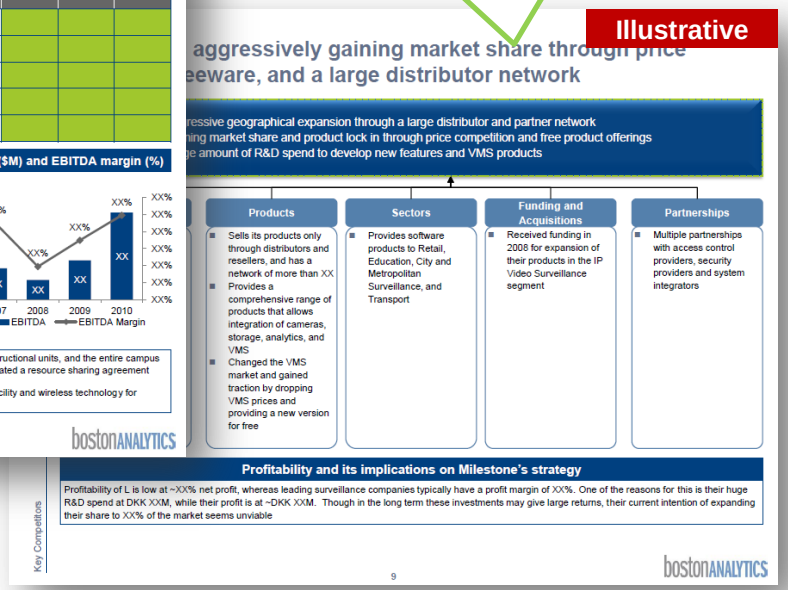
A five year comparison was made for each geography-technology to show the expected change in technology adoption and market size

bostonANALYTICS

BA defined each competitor on the basis of market size, technology, and derived the strategy driving the competitor's business

1. What are the key technologies in VS and their impact on the Surveillance eco-system?
2. What are the most profitable and upcoming sectors , allied with the client's core business?
3. What is the outlook and market size for different technologies in high growth sectors in each geography?
4. Who are the key competitors and what is their global and sector strategy?





The main driving strategy of the competitor was derived from it's product, sector, investment and geographic strategies

Analysis of technology-geography presence, revenue growth and key VS projects for each competitor was detailed out

bostonANALYTICS

For more information, please contact us at:

contact@bostonanalytics.com
+1- 617-415-1691

www.bostonanalytics.com

Boston Analytics ***(A division of Pythhos Technology (P) Ltd.)***

Boston
396 Washington Street,
Suite 351,
Wellesley, MA 02481
United States

New York
15 Schuyler Hills Road
Loudonville NY 12211
United States

Gurgaon
18th Floor, Tower-B,
DLF Building No. 5
DLF Cyber City, Phase-III
Gurgaon – 122002
Haryana, India

All materials in this presentation have been sourced from Boston Analytics' databases. For detailed sourcing information contact Boston Analytics.