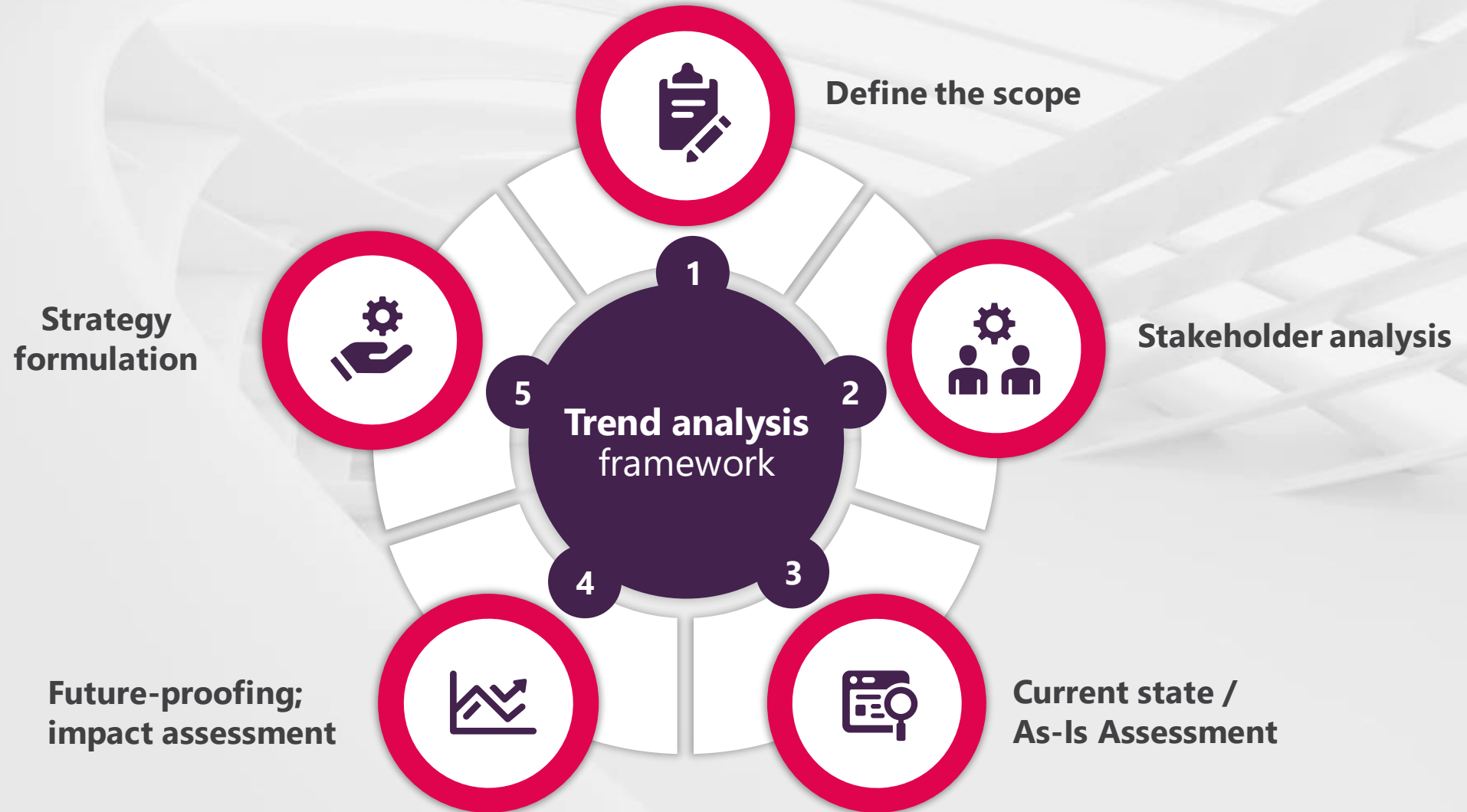


Evaluesserve's Tech Trend Impact Navigator

Tech Trend Impact Navigator



Navigating the landscape

Identify, rank and prioritize trends

Define the scope

1

Trend analysis framework



Evalueserve will identify the trends in each industry:

1. Scan news and latest developments in the value chain (press search, internal databases, industry associations, expert interviews, research publications).
2. Identify what is trending (keyword search by leveraging Google Search Trends or similar tools).
3. Analyze patent data to understand emerging trends and where innovation is happening.
4. Identify and review investment rounds/patterns to understand market interest & market potential.
5. Identify shifts in consumer behavior (e.g., social media analytics).
6. Cluster and categorize trends.



Evalueserve, by leveraging its domain expertise, will select and prioritize the most important trends:

1. Define prioritization criteria (potential impact, industry relevance, time horizon, uncertainty levels).
2. Assign weights to each criterion and rank them based on a prioritization matrix.
3. Revise as required.



Understand the change (1/3)

As-Is assessment: define the current state of the sector

Stakeholder analysis

2



Based on its expertise and understanding, Evalueserve will define the current baseline state of the sector:

1. Define the current market size, segmentation, and dynamics
2. Understand how the new technology will change the current market patterns.
3. Evaluate industry readiness for change: technological infrastructure, regulatory environment, financial health, or workforce skills.
4. Identify potential disruption areas by focusing on the sector's pain points and inefficiencies that the new technology might disrupt (root cause analysis).
5. Analyze the strength and direction of the trend (market hype, innovation/disruption quotient, investment quotient, maturity curve/adoption rate).

Trend analysis framework



Understand the change (2/3)

Stakeholder analysis

Current state of affairs

3

Trend analysis framework



Evalueserve will identify the main stakeholders within the sector

1. Identify and classify the main stakeholders based on their roles, influence, and interests.
2. Identify potential reactions or responses to the emerging trend (support, opposition, or indifference).
3. Map all stakeholders in a relevant matrix to identify synergies or conflicts between stakeholder groups.
4. Investigate the competitive landscape: startups, incumbents, and potential entrants from adjacent industries investing in, developing, or adopting disruptive technology.



Understand the change (3/3)

Future-proofing: evaluate the impact

Degree of impact

4

Trend analysis framework



Evaluateserve will assess the impact of the technology/trend by using its own developed approach.

1. Define the assessment criteria: weigh challenges versus advantages, the positive versus negative impact, the feasibility of adoption/implementation, the cost-effectiveness, the scalability, sustainability (long-term viability), and timeframe (sense of urgency).



Provide scenario planning:

1. via trends: Evaluateserve will extrapolate how the trends might evolve over different time horizons and their potential impact on the sector and its stakeholders.
2. via drivers: identify potential future scenarios and overlay them with current and extrapolated trends.

Present change impact of early adopters (if available).



Risk and opportunity analysis:

1. Identify and assess potential risks and opportunities based on their likelihood, potential impact and timeframe in which they may occur.
2. Prioritize the most important risks and opportunities.
3. Identify potential risk mitigation and opportunity exploitation strategies.

Strategy formulation

Craft the optimal strategy and facilitate its execution

Future-proofing

5

Trend analysis framework



Evalueserve will help clients develop strategic plans and actions based on the actionable insights derived from our research.

1. Benchmark against what other players are doing in terms of strategy formulation.
2. Set strategic objectives.
3. Assess and develop strategic options.
4. Validate strategic options with Evalueserve subject matter experts based on business objectives.
5. Develop actionable roadmaps to support successful strategy implementation.



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