Study of Automotive Software Development Market
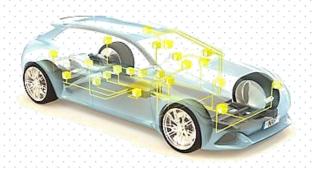
Client

The client is a software development company and is one of the established company in providing application support to various industry users such as Healthcare, Manufacturing, Banking etc.

Project Background

The client has lost the track of automotive software development market and also wanted to focus on this industry keeping an eye on the disruptions. The strategic team wanted to understand the current market, changing development trends, competition scenarios and future estimations from a third party view.

Methodology & Solution

The automotive software development market was deep dived looking into several industry sources. A YoY trend study was conducted to analyze the changes and technological disruptions happening in the industry. The leading competitors were analyzed and profiled to give a sense of competitive environment within the industry.

Benefits to the Client

The research insights delivered to the client assisted the client in understanding the current market, software development trends in the paste years and also the competitive landscape across the world. The output also helped them building a competitive and robust development plan to cater to the current and future requirements.