

Weak and Early Signals Identification

Technology Foresight Activity for Smart Freezers



Quick overview

Across industries there is an increasing focus towards offering customer-oriented value proposition. The F&B industry is witnessing innovations at a rapid pace and companies are identifying newer techniques to engage their customers and enhance their brand awareness

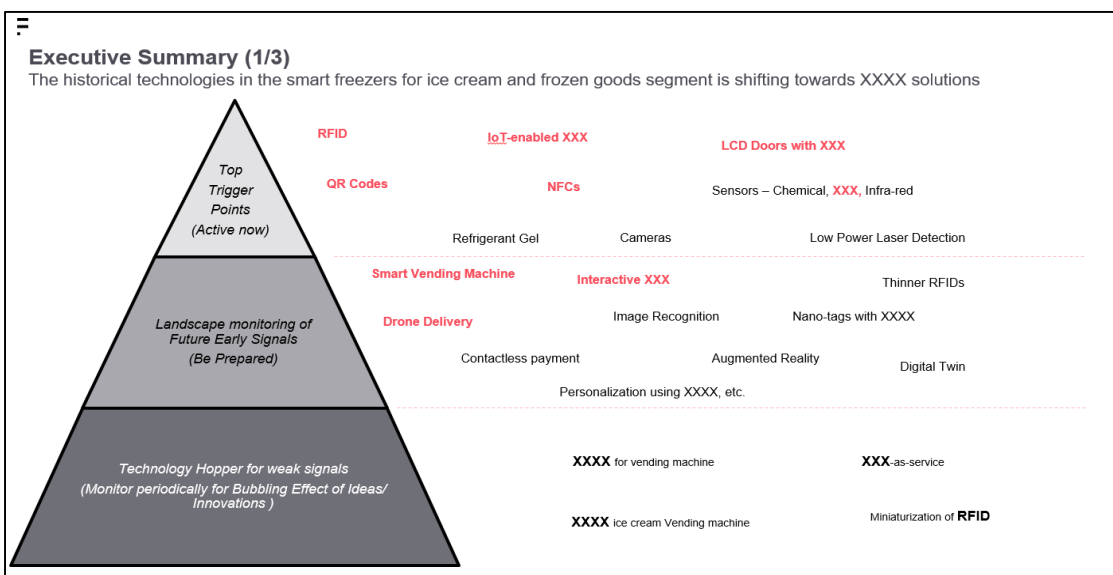
Client success details

This engagement helped the client to understand the business impact of the upcoming innovations in the smart freezers segment. Following questions were answered during the engagement:



The early signals indicated manufacturers may focus on technologies such as RFID tags, IoT-enabled products, and interactive displays to enhance customer engagement”

- Which are the technologies, innovations and ideas that are already commercialized or are near commercialization?
- Which technologies, innovations and ideas are in the nascent stage and has the potential to disrupt the market in the future?
- What are the early signals in the segment?
- What research is going on in the smart freezer and related segments?



FutureBridge conducted extensive secondary and patent research. Also, 50+ telephonic interviews to understand the strategies to be adopted for engaging with customers. The output included the following

- The technologies and the early signals that may have a potential impact on the client’s business
- Recommendations helped in identifying the potential technology partners whom the client can engage with



Client got an understanding on the technologies that will help to ‘minimize time from desire to fulfilment’, ‘event based demand prediction’, and ‘trend based customer communication’

The identified early signals gave an understanding of the potential impact on client’s business, thereby helping in planning their future roadmap for the next 5–7 years

About FutureBridge

FutureBridge tracks and advises on the future of industries from a 1-to-25 year perspective.

We keep you ahead on the technology curve, propel your growth, identify new opportunities, markets and business models, answer your unknowns, and facilitate best-fit solutions and partnerships using our platforms, programs, and access to global ecosystems and players.