

Case Study

**Opportunity Analysis in the Near Field
Communications Market**



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Opportunity Analysis in the Near Field Communications Market



About the Client



- A leading European telecom operator

Client Objectives / Goals



- The company wanted RocSearch to analyse the potential growth opportunities in the NFC space

Approach and Methodology



- The team collected NFC-related technical, commercial and market data and insights from various sources
- An in-depth research of the global NFC market was conducted, covering the competitive landscape; industry-wide commercial deployments and use cases of NFC; and future trends in the NFC space
- The team also looked at the potential challenges in the NFC space and the strategies to overcome these

Sample Output



NFC is currently being tested and used across several applications spanning diverse industries like Healthcare, Transport and Financial Services



Results / Value-add



This study helped the client gain an understanding of the potential opportunities and challenges in this space, in addition to helping them craft their market entry strategy