

**Case Study**

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



# Case Study

## 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