

# LANDSCAPING ANALYSIS OF THE SMART CAMERA HARDWARE MARKET



## A Leading Manufacturer of Digital Cameras and Imaging Components

The client engaged PreScouter in this Research Support Service Pilot to develop a landscape analysis of the smart camera hardware market that could help them make strategic decisions about the development of their product portfolio.



### Challenge:

The task for PreScouter was to conduct a comprehensive study of the key players in the smart camera hardware market according to the following criteria:

- Industrial automation and manufacturing applications they targeted
- Key customers
- Functionalities being provided by the smart camera system



### Approach:

PreScouter identified and profiled **15 companies** meeting the client's criteria and presented their findings directly to the client team. In addition, PreScouter interviewed **6 subject matter experts**, including smart camera product managers, in order to get their perception of the key tech specs and differentiators in the product offerings.

The PreScouter team also interviewed customers with experience integrating those companies' industrial automation and manufacturing solutions to gain a perspective on what functionalities were of the highest interest, pain points, and market segmentation.



### Outcome:

Based on this analysis, PreScouter provided several recommendations to the client regarding which hardware and software functionalities to develop as well as other areas the client could develop in order to attract key customers and justify a price premium for their new products.