

Market and forecasting

The goal is to predict the impacts of future technology developments on the market outlook of the service under evaluation. The primary scope is in transport telematics services, but the same approach is applicable to other lines of business as well.

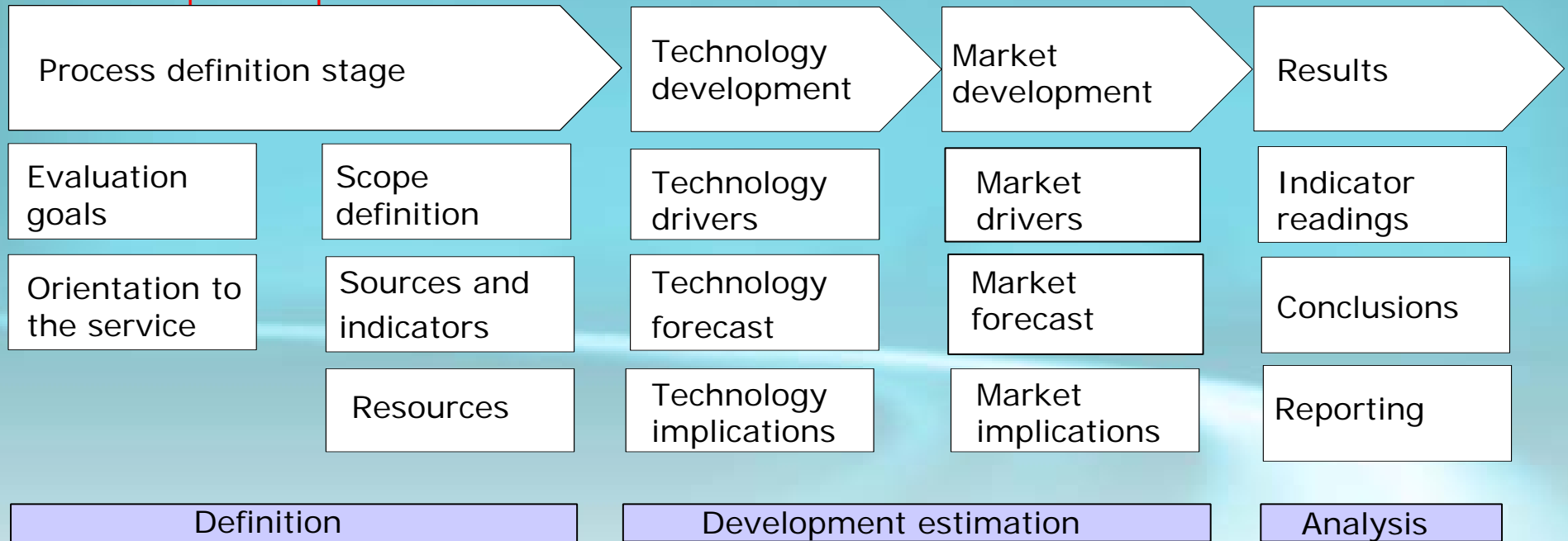
The evaluation can be carried out at different phases of the life cycle of the service under evaluation, either as one-time or repetitive operations or as a continuous process.

This evaluation module seeks answers to questions like:

- How will the technologies develop during the time period of interest?
- How will the market develop during the time period of interest?
- What are their implications for the service under evaluation?
- How to avoid or mitigate the eventual adverse implications?

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Evaluation process phases



Results by phase				
Understanding of the service	Process and indicators defined	Technology devel. impact	Market devel. impact	Final report