

D6.5 AEOLIX MARKET PENETRATION ANALYSIS

Lead Beneficiary: CERTH

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This document contains analyses around the potential Market Penetration of the AEOLIX Infrastructure. A methodology has been devised to account for the range of modalities present across Living Labs by taking a generalized, technology-centric approach. The techniques and sources utilized for analyses purposes are Delphi Study, Systematic Literature Review, Prior Deliverables, and General Market information. These avenues of investigation yielded a number of 'factors' deemed important in regard to the success of AEOLIX market penetration. Living labs are then assessed against these factors to determine their potential degree of penetration.

Within the Delphi Study, the experts were sourced from the AEOLIX consortium. Three rounds were conducted before a consensus was reached, with each round including fewer questions in order to aide this process. The first round of the Delphi established the 10 factors each respondent thought most important. The second reduced this number by taking the top 5 factors from each respondent and consolidating synonymous answers to be a unified factor. These were then returned to respondents to rank on a Linkert scale. The final, third, round reduced the number of questions further by only asking for opinions on the top-scoring factors. This resulted in a general consensus among the respondents regarding the potential market penetration of the AEOLIX.

Market Research hinged on two primary channels, information readily available online, as well as prior deliverables such as D6.4 AEOLIX quick win Impacts & Business Paradigm Shift analysis and D8.1 Market opportunities, barriers and solutions. The online market research yielded information on commonly used Transport Management Systems within industry, and thus grants insights into integrability with AEOLIX. The prior deliverables set about compiling a comprehensive list of competitors, and thus informed as to any direct competitors, for which there are none offering as comprehensive functionality as AEOLIX.

The Systematic Literature Review focused on the observed market penetration of both emergent, and disruptive technologies.

Finally, the derived factors were compiled into a questionnaire provided to Evaluation Managers to assess the current situations of Living Labs in regard to said factors, and a score assigned based on perceived product readiness in each case. A higher score in this, the readier the lab.



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