

PLATFORMS
4CPS



2014/10/01/NEAD/AN/14

CONFIDENTIAL

Market Landscape Workshop

Core Technologies Segmentation



Health
Transport
Manufacturing
Energy

Product Market Segmentation (PMS) Definition & Example

“The process of **dividing** the population of **possible customers** into **distinct groups**. Those customers within the same segment share **common characteristics** that can help a firm in targeting those customers and **marketing to them effectively**”

Financial Times (adaption from Lovelock and Wirtz 2011)

PMS can include factors such as demographics, geographics, behavioural, customer size, psychographics.

Market Sector ≠ Market Segmentation

- **A product (or technology) splits the market up in terms of customer profiles – this may be completely different to classical market sectors or sub-sectors.**

Structure

Three discussion groups (DG) focusing on particular segments (ideally participants divide equally across the three):

- **EU - USA**
 - **Civil - Defence**
 - **SME - Large Industry**
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- **Divide session time per domain, and begin by considering examples of CPS tech, IIoT tech, and examples of customers.**
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- **Following discussions – general synthesis provided by each DG.**

Aims

High level aim is comparing and contrasting segments from a technological perspective:

Each DG to compare/contrast customer needs in that segment, with respect to technologies coming from each domain.

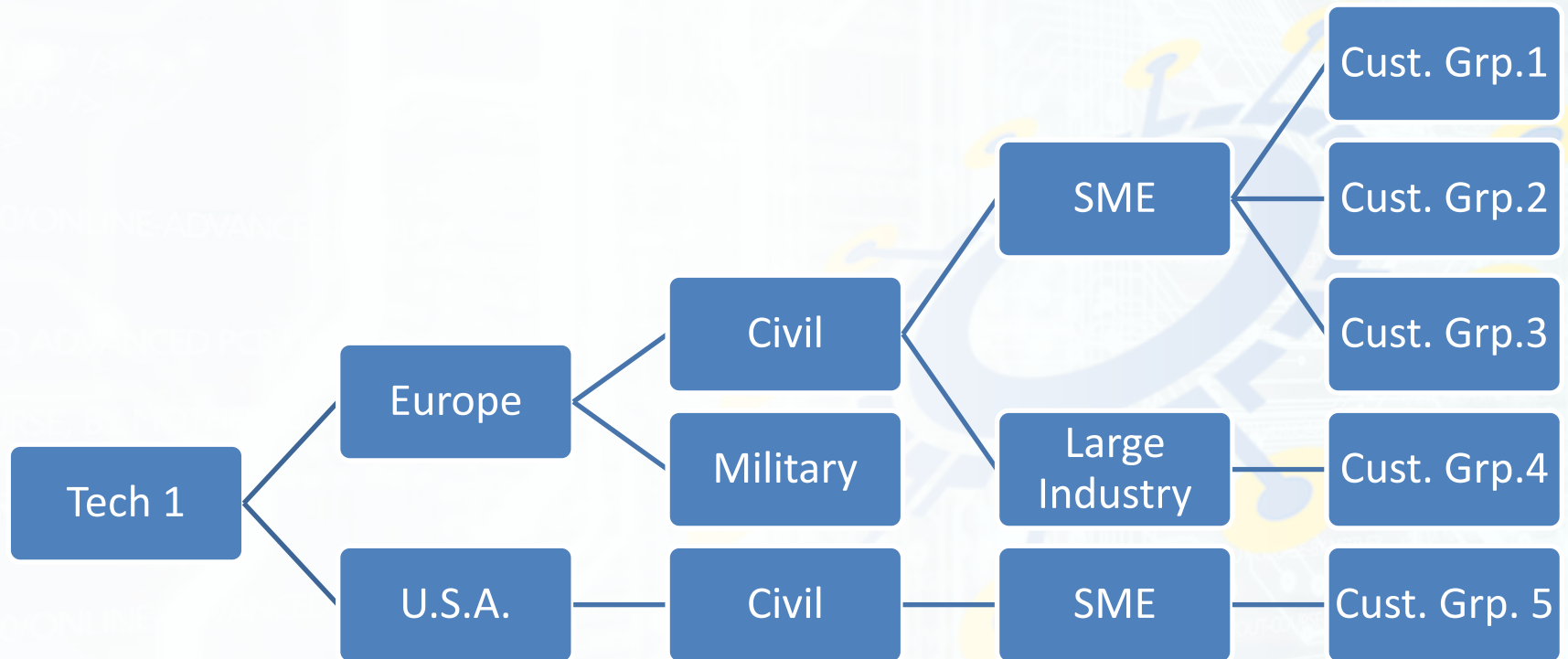
- **This may include further sub-dividing a segment – or suggestions for additional segments (in addition to the current three).**

At least CPS technology perspective ideally also IoT perspective.

- **With respect to technologies, have examples of physical implementations in mind, e.g. A pacemaker or operating theatre for health... (questions?)**

Try to treat each area to some extent - we can call on our wider network after the workshop to reinforce particular points as needed.

Market Segmentation for technologies



Other questions before parallel sessions?

