



# SWOT ANALYSIS: TECHNOLOGY IMPLEMENTATION

## SPECIFICATIONS

**Description:** Ideal for professionals who require an in-depth analysis of possible technology improvements or adoptions based on the organization's core competencies and potential opportunities. Analysis is conducted through four key factors: Strengths (proprietary technology, intellectual property, niche skills, resources and market position reviewed), Weaknesses identified within the organization, Opportunities for partnerships (or other new business ventures) and Threats in the marketplace.

**The Report:** Guided by a client's distinct project needs and objectives, a Nerac Analyst merges applicable expertise with relevant research findings to produce this custom report. Principal components of the report typically include:

### Executive Summary

Synopsis of research conducted and significant revelations contained in the report

### Nerac Methodology

Details regarding Nerac's distinctive analytical approach to custom research

### Internal Analysis

A review of a company's intellectual assets and position in the market

### External Analysis

Snapshot of competitor activities, disruptive technologies, customer needs and market outlook

### Matrix Comparisons

Graphical display of strengths, weaknesses, opportunities and threats discovered

### Breakout of Business Opportunities

Listing of the pros and cons associated with each strategic possibility defined

### Breakout of Marketplace Threats

Ranking of each of the threats based on existing and emerging products and companies

### Nerac Analyst Insight

Views and commentary presented by the Nerac Analyst based on expertise, the relevant findings discovered throughout the course of research and potential implications for the client

