

# CASE STUDY: Competitor M&A Landscape Analysis for Connected Vehicle Solutions Provider

## CLIENT

Mid-sized connected vehicle solutions and in-car AI systems provider



## INDUSTRY

Automotive & Mobility



## PRODUCTS

Vehicle telematics and AI-driven infotainment systems; Advanced driver-assistance systems (ADAS)



## TARGET GEO

Global



## BUSINESS OBJECTIVE

- The client aimed to expand its capabilities in AI-driven automotive analytics by acquiring a niche technology provider.
- With increasing competition in the connected vehicle space, the client sought to identify acquisition opportunities that would enhance its product portfolio in predictive maintenance, driver behavior analytics, and vehicle performance optimization.

## OUR SOLUTION

- **Competitor M&A Landscape Analysis:** Evaluated competitors' acquisition history to identify key trends in automotive AI investments; Assessed previous deals in the telematics and predictive analytics space to benchmark strategic moves.
- **Target Identification & Evaluation:** Mapped high-potential acquisition targets based on technological fit, market positioning, and financial stability; Conducted due diligence on niche analytics firms specializing in real-time vehicle data processing and fleet management AI.
- **Strategic Fit & Market Impact Assessment:** Analyzed synergies between shortlisted targets and the client's existing product line; Provided insights on post-acquisition integration strategies to maximize revenue impact and market competitiveness; Provided a list of top 5 most suitable targets to the client

## OUTCOMES

- 1 Helped the client in narrowing down to the exact target from the shortlisted 5 targets, through additional research.
- 2 The acquisition enabled the client to reduce data processing time by 30%, enhancing real-time vehicle monitoring and predictive maintenance accuracy.
- 3 The integration of advanced vehicle data analytics drove a 6% increase in revenue within the next two quarters.