

Where to Play: AI in Vertical Markets

Global semiconductor manufacturer growing the market for AI Analytics at the Edge in Health and Life Sciences sector

With such an emerging technology and wide array of applications in the medical sector, the potential can sometimes overwhelm the immediate opportunity for growing the market. For example, which devices offer the best use cases for AI adoption, and who are the decision makers buying the equipment?

To help navigate this challenge, the client needed analysis of the market opportunity for AI Analytics devices at the Edge, connected to on-premise medical equipment. This meant advising the clients via quantitative as well as qualitative insights into this market spanning defined application areas within the Health and Life Sciences sector.

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The client leveraged Omdia's expertise in each of the semiconductor, healthcare device and AI markets, to identify TAMs, help inform the GTM strategy in this sector, and grow the market for medical AI.



Value delivered

We conducted a series of 10-15 deep-dive primary research interviews, a 100-responder end-user survey, and harnessed existing Omdia databases and forecasts for semiconductors, medical devices and AI applications.

We provided the survey data alongside a PDF report (in addition to a final run-through and Q&A call with the client and analysts). The report contained:

- 1 **Market Overview Analysis.** TAM forecast for both medical end-user equipment, as well as key corresponding semiconductor component types for the equipment.
- 2 **Competitive Insights.** Qualitative review of key competitors in the market for AI edge appliances.
- 3 **Go-To-Market Strategy Assessment.** Identification of factors driving device customers' decisions, critical technology comparisons, and factors driving the selection of semiconductor types and providers. Analysts' summary recommendations and advice included:
 - Key customers for devices and semiconductors
 - Value networks and potential channel partners

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