

Military Robots Change Combat: Market Assessment

March Toward Automated Process Changes the Nature of War



Picture by Susie Eustis

MOUNTAINS OF OPPORTUNITY

WinterGreen Research, Inc.
Lexington, Massachusetts

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CHECK OUT THESE KEY TOPICS

Military Ground Robots
War vs. Trading
Roadmap For Military Robots
Unified Communications Impact Military
Changing the Nature of Combat
SIP Servers
Femtocell Service Launches
Femtocell Wireless Backhaul

Military Ground Robots

Unmanned Transport Vehicles
EOD
Improvised Explosive Device Situations (IED)
Military Robots That Enter Buildings And Search For Chemical And
biological weapons
Chem Search
Infantry
Mules Autonomously Carry Loads For Soldiers
Small Reconnaissance Robots
Battlefield Remotely Controlled Armed Robots

Automated Process Replaces Manual Process

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MILITARY ROBOTS CHANGE COMBAT: MARKET ASSESSMENT

All markets depend on automation of process, replacement of manual process with automated process, whether it be a movie or a SOA services engagement, people are willing to pay for automated process. The march toward automated process has been steady, accelerating with the introduction of the microprocessor computer. In the case of military ground robots, the thought of replacing ground soldiers, replacing infantry with robotic devices is a little scary because it represents such a significant change in the status quo.

The new technology that drives markets is only adopted as it is offered at a price point that is acceptable to the market. Military ground robots have achieved an acceptable level of trials where they have proved their success. This story is detailed in the separate study on Military Ground Robots Market Strategies, Shares And Forecasts. In the context of market shifts automated process has had a steady march towards automation.

The Military Robots study from WGR has been selling briskly worldwide. The economic factors that drive markets are two fold:

1. Successful trials
2. Need to achieve competitive advantage or respond to competitive threats

Both of these are directly driving the market for military robots.

The challenge to the military organizations around the world is that robots used by the infantry have the capability to change the nature of warfare dramatically. Two questions that emerge are: is the technology ready for widespread use and are the price points for units affordable. The price points are driven lower by economies of scale.

The competitive channeling of the challenge becomes to protect the borders of any nation. National boundaries can be defended in a new and more effective manner with the military ground robots, but these defensive strategies depend on significant investment in technology. They also depend on a realignment of traditional military organizations with all branches of the military working cooperatively to implement military ground robots.

Market Aspects Profiled

Types of Military Ground Robots

Unmanned Transport Vehicles That Perform Major Military Functions
EOD Teams And Combat Engineers
Improvised Explosive Device Situations (IED)
Military Robots That Enter Buildings And Search For Chemical And Biological Weapons (Chem Search)
Infantry
Mules Autonomously Carry Loads For Soldiers
Small Reconnaissance Robots, Designed To Enter Buildings And Send Back Pictures To Soldiers
Battlefields -- Remotely Controlled Armed Robots Were Sent To Iraq, But Have Not Seen Action

Military Robots Change Nature of War:

Market Assessment

REPORT METHODOLOGY

THIS IS THE 368TH REPORT IN A SERIES OF MARKET RESEARCH REPORTS THAT PROVIDE FORECASTS IN COMMUNICATIONS, TELECOMMUNICATIONS, THE INTERNET, COMPUTER, SOFTWARE, TELEPHONE EQUIPMENT, HEALTH EQUIPMENT, AND ENERGY. THE PROJECT LEADERS TAKE DIRECT RESPONSIBILITY FOR WRITING AND PREPARING EACH REPORT. THEY HAVE SIGNIFICANT EXPERIENCE PREPARING INDUSTRY STUDIES. FORECASTS ARE BASED ON PRIMARY RESEARCH AND PROPRIETARY DATA BASES. FORECASTS REFLECT ANALYSIS OF THE MARKET TRENDS IN THE SEGMENT AND RELATED SEGMENTS. UNIT AND DOLLAR SHIPMENTS ARE ANALYZED THROUGH CONSIDERATION OF DOLLAR VOLUME OF EACH MARKET PARTICIPATION IN THE SEGMENT. INSTALLED BASE ANALYSIS AND UNIT ANALYSIS IS BASED ON INTERVIEWS AND AN INFORMATION SEARCH. MARKET SHARE ANALYSIS INCLUDES CONVERSATIONS WITH KEY CUSTOMERS OF PRODUCTS, INDUSTRY SEGMENT LEADERS, MARKETING DIRECTORS, DISTRIBUTORS, LEADING MARKET PARTICIPANTS, OPINION LEADERS, AND COMPANIES SEEKING TO DEVELOP MEASURABLE MARKET SHARE. OVER 200 IN DEPTH INTERVIEWS ARE CONDUCTED FOR EACH REPORT WITH A BROAD RANGE OF KEY PARTICIPANTS AND INDUSTRY LEADERS IN THE MARKET SEGMENT. WE ESTABLISH ACCURATE MARKET FORECASTS BASED ON ECONOMIC AND MARKET CONDITIONS AS A BASE. USE INPUT/OUTPUT RATIOS, FLOW CHARTS, AND OTHER ECONOMIC METHODS TO QUANTIFY DATA. USE IN-HOUSE ANALYSTS WHO MEET STRINGENT QUALITY STANDARDS. INTERVIEWING KEY INDUSTRY PARTICIPANTS, EXPERTS AND END-USERS. OUR RESEARCH INCLUDES ACCESS TO LARGE PROPRIETARY DATABASES. LITERATURE SEARCH INCLUDES ANALYSIS OF TRADE PUBLICATIONS, GOVERNMENT REPORTS, AND CORPORATE LITERATURE.

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Mission Statement:

WinterGreen Research is an independent business research organization funded by sale of market research, competitive analysis, and return on investment studies all over the world. Research is conducted with integrity and independence that is supported by the revenue from the sale of studies by a distribution network. The company seeks to support its distribution network. The company is dedicated to its customers, to helping those customers grow and understand markets as the markets change and evolve. Automation of process is a central focus for the WinterGreen Research company.

Research is centered on new markets, evolving markets, and change in markets. Markets for new products depend on successful trials. Initial trials create a sounding board for a new product direction. Market growth for new products and services depends on completion of 100 successful trials with real paying customers. WinterGreen Research tracks those trials in various industries and the impact of the trials by talking to people.

YOU MUST HAVE THIS STUDY

Military Robots Change Ground Combat:

Market Assessment

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ABOUT THE COMPANY

WINTERGREEN RESEARCH, IS AN INDEPENDENT RESEARCH COMPANY FOCUSING ON DETERMINATION OF MARKET SHARES AND MARKET FORECASTS OF SEGMENTS WORLDWIDE. THE COMPANY IS FUNDED BY THE DIRECT SALE OF STUDIES AND THROUGH A WORLDWIDE NETWORK OF DISTRIBUTORS THAT INCLUDES THOMPSON FINANCIAL, GLOBAL INFORMATION, MARKET RESEARCH.COM, AND RESEARCH AND MARKETS.COM. THE COMPANY HAS A RETURN ON INVESTMENT ANALYSIS TOOL BASED ON MODELS THAT REFLECT THE FEATURES AND BENEFITS OF A PARTICULAR PRODUCT OR SERVICES SET.

BUSINESS ROI MODELS ARE EVOLVED FOR A PARTICULAR PRODUCT SET. THESE WILL ARTICULATE THE COMPETITIVE MESSAGE IN ROI TERMS FOR THE PARTICULAR PRODUCT SETS AND SHOW THE FUNCTIONAL AND TCO ADVANTAGE OF PRODUCTS VS. COMPETITORS. THE MODELS ARE VERY USEFUL FOR COMMUNICATING THE PARTNER MESSAGE.

A COMBINED SOFTWARE AND PARTNER SOFTWARE AND SERVICES SOLUTION CAN BE ARTICULATED AS A MARKETING MESSAGE IN THE MODELS. THE MODELS ARE A VERY SIGNIFICANT ASPECT OF THE OVERALL PARTNER PRESENTATION, PROVIDING THE CAPABILITY OF USING THE MODELS IN COMBINATION WITH A POWER POINT MARKETING MESSAGE TO BE USED FOR CLOSING THE SALE.

PARTNERS CAN USE A POWER POINT THAT REFERENCES THE ONLINE ROI TOOL SO THAT CUSTOMERS GET THE MARKETING MESSAGE IN A CLEAR AND CRISP MANNER ABLE TO BE PRESENTED WITHIN 10 MINUTES, AND YET HAVE THE GRANULARITY OF THE ROI TOOL SO THAT A POTENTIAL CUSTOMER CAN DIG INTO THE ROI NUMBERS IF THEY WISH BY BUYING A USER NAME FROM WINTERGREEN RESEARCH AND GOING TO THE WGR SITE TO GET THE NUMBERS INDEPENDENTLY OF IBM.

THE ROI MODELS ARE GOOD AS A BASIS FOR THE POWER POINT PRESENTATION AND SO ALSO, IT IS GOOD THAT THE NUMBERS EXIST AND COME FROM A CREDIBLE INDEPENDENT SOURCE.

WINTERGREEN RESEARCH, FOUNDED IN 1985, PROVIDES STRATEGIC MARKET ASSESSMENTS IN TELECOMMUNICATIONS, COMMUNICATIONS EQUIPMENT, HEALTH CARE, INTERNET AND ADVANCED COMPUTER TECHNOLOGY. INDUSTRY REPORTS FOCUS ON OPPORTUNITIES THAT EXPAND EXISTING MARKETS OR DEVELOP MAJOR NEW MARKETS. THE REPORTS ASSESS NEW PRODUCT AND SERVICE POSITIONING STRATEGIES, NEW AND EVOLVING TECHNOLOGIES, AND TECHNOLOGICAL IMPACT ON PRODUCTS, SERVICES, AND MARKETS. MARKET SHARES ARE PROVIDED. LEADING MARKET PARTICIPANTS ARE PROFILED, AND THEIR MARKETING STRATEGIES, ACQUISITIONS, AND STRATEGIC ALLIANCES ARE DISCUSSED. THE PRINCIPALS OF WINTERGREEN RESEARCH HAVE BEEN INVOLVED IN ANALYSIS AND FORECASTING OF INTERNATIONAL BUSINESS OPPORTUNITIES IN TELECOMMUNICATIONS AND ADVANCED COMPUTER TECHNOLOGY MARKETS FOR OVER 30 YEARS.

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ELLEN T. CURTISS, TECHNICAL DIRECTOR, CO-FOUNDER OF WINTERGREEN RESEARCH, CONDUCTS STRATEGIC AND MARKET ASSESSMENTS IN TECHNOLOGY-BASED INDUSTRIES. PREVIOUSLY SHE WAS A MEMBER OF THE STAFF OF ARTHUR D. LITTLE, INC., FOR 23 YEARS, MOST RECENTLY AS VICE PRESIDENT OF ARTHUR D. LITTLE DECISION RESOURCES, SPECIALIZING IN STRATEGIC PLANNING AND MARKET DEVELOPMENT SERVICES. SHE IS A GRADUATE OF BOSTON UNIVERSITY AND THE PROGRAM FOR MANAGEMENT DEVELOPMENT AT HARVARD GRADUATE SCHOOL OF BUSINESS ADMINISTRATION. SHE IS THE AUTHOR OF RECENT STUDIES ON WORLDWIDE TELECOMMUNICATIONS MARKETS, THE TOP TEN INTERNET EQUIPMENT COMPANIES, THE TOP TEN CONTRACT MANUFACTURING COMPANIES, AND THE TOP TEN TELECOMMUNICATIONS MARKET ANALYSIS AND FORECASTS.

SUSAN EUSTIS, PRESIDENT, CO-FOUNDER OF WINTERGREEN RESEARCH, HAS DONE RESEARCH IN COMMUNICATIONS AND COMPUTER MARKETS AND APPLICATIONS. SHE HOLDS SEVERAL PATENTS IN MICROCOMPUTING AND PARALLEL PROCESSING. SHE HAS THE ORIGINAL PATENTS IN ELECTRONIC VOTING MACHINES. SHE HAS NEW PATENT APPLICATIONS IN FORMAT VARYING, MULTIPROCESSING, AND ELECTRONIC VOTING. SHE IS THE AUTHOR OF RECENT STUDIES OF THE SERVICES ORIENTED ARCHITECTURE MARKETING STRATEGIES, INTERNET EQUIPMENT, BIOMETRICS, HEALTHCARE ROBOTICS EQUIPMENT, CLEANING ROBOTICS, EDUCATIONAL AND LEISURE ROBOTS, WORLDWIDE TELECOMMUNICATIONS EQUIPMENT, TOP TEN TELECOMMUNICATIONS, DIGITAL LOOP CARRIER, WEB HOSTING, WEB CAMS, WEB SERVICES, AND APPLICATION INTEGRATION MARKETS. MS. EUSTIS IS A GRADUATE OF BARNARD COLLEGE.

