

EDUCATION TECHNOLOGY

EDUCATION SERVICES OVERVIEW

Education Technology Group

Futuresource has been researching the global education market for more than 15 years. Starting with sales of interactive whiteboards into classrooms, our services have now developed to encompass a wide range of technology solutions.

During the last 15 years, Futuresource has developed an understanding of:

- | Individual country adoption levels of technology in education and the drivers and barriers
- | Decision making and budgeting structures, by country
- | Ongoing, planned and historical investment programs in technology
- | How technology projects are funded and implemented
- | The impact of political issues on technology adoption
- | The structure of the education technology ecosystem supply chain
- | Key issues impacting the EdTech market
- | An unrivalled network of contacts throughout the global supply ecosystem.

This document provides an overview of available services from the Education Technology team at Futuresource. Full overviews of each service are available upon request

Education Technology

SERVICE AREAS

HARDWARE

Mobile Computing

Desktop computing

Display Technology

Robotics

VR/AR/MR

PLATFORM

SIS/LMS

School Administration

Classroom Orchestration

Assessment

HOT TOPICS

Analytics

Virtual Reality

Personalised Learning

The Futuresource focus on the education sector is unique. A dedicated team constantly seeks to understand market developments and trends. Research includes networking with a well-established global contact base of hardware, software and content providers, as well as distributors/dealers and government contacts.

ONGOING DEVICE MARKET TRACKING SERVICES

PERSONAL COMPUTING IN K-12

TAM (Over 80 countries)

- | Number of Students & Teachers
- | Private/Public Enrolment
- | Pre-Primary/Primary/Secondary
- | Number of Classrooms

Values

- | Volume/Value
- | Installed Base
- | Penetration
- | 5-Year Forecast (all categories above)

Country Coverage

- | 48 itemised countries
- | Large Scale Tender Tracking by Country

Product Coverage

- | Notebook, Netbook, Tablet

Brand Details

- | 12 Brands Itemised (and 'Others' group)

Specification Analysis

- | Operating System
- | Screen Size
- | CPU
- | Price Band

INTERACTIVE DISPLAYS

TAM (Over 80 countries)

- | Number of Classrooms

Values

- | Volume/Value
- | Installed Base
- | Penetration
- | 5-Year Forecast (all categories above)

Country Coverage

- | 67 itemised countries

Product Coverage

- | Interactive Whiteboards, Interactive Projectors, Interactive Flat Panels, Projectors

Brand Details

- | Brand share itemised in all categories

Specification Analysis

- | Screen size
- | Resolution
- | Technology

DESKTOP COMPUTING IN K-12

TAM (Over 80 countries)

- | Number of Students & Teachers
- | Private/Public Enrolment
- | Pre-Primary/Primary/Secondary
- | Number of Classrooms

Values

- | Volume/Value
- | Installed Base
- | Penetration
- | 5-Year Forecast (all categories above)

Country Coverage

- | 20 itemised countries
- | Large Scale Tender Tracking by Country

Product Coverage

- | Traditional, All-In-One, Small Form Factor

Specification Analysis

- | Operating System
- | Price Band

Brand Details

- | Brand share itemised in all categories

ADDITIONAL MARKET REPORTS

The Role of Data Analytics in US Education

- | Data analytics has the potential to influence institutions and students at every level; as such, developments in this area have competitive implications for EdTech suppliers across a range of products and services. This service will seek to demystify the market for data analytics technologies in US education, providing a perspective on the impact these technologies will have on the vendor community.

Higher Education Institutional Spend Survey

- | This end-user study will provide invaluable insights about existing technology ownership levels and future investment plans. It will also provide detailed information regarding the Total Addressable Market (TAM), including the number of students/staff, number of lecture rooms and admin rooms. Typical technology utilisation by room type will also be profiled.

EdTech Voice – End User Programme

- | This programme of reports will be conducted by Futuresource interviewing IT Decision Makers (focused on the IT hardware and core infrastructure) and Curriculum Leads (focused on utilisation of digital tools in the classroom), at a district level. In addition to this Futuresource will conduct supply side and distribution primary interviews to provide context, market sizing and forecasting.

ADDITIONAL SERVICES

Team Collaboration Displays Market Service

- | Team Collaboration Displays (TCDs) are a relatively new product sector but Futuresource expects growth to be dramatic. The market is forecast to reach a value of \$2.3 billion by 2021 with the corporate sector a key adopter.
- | Though education focused companies such as SMART Technologies had early products targeting corporate applications, the market has been galvanised by the entrance of enterprise players, initially Microsoft with Surface Hub, followed by Google and now Cisco. In addition, a range of AV players are integrating team collaboration features into display products, providing further competition.
- | This ongoing bi annual service is part of an ongoing tracking which provides key insight and analysis into these Team Collaboration Displays.

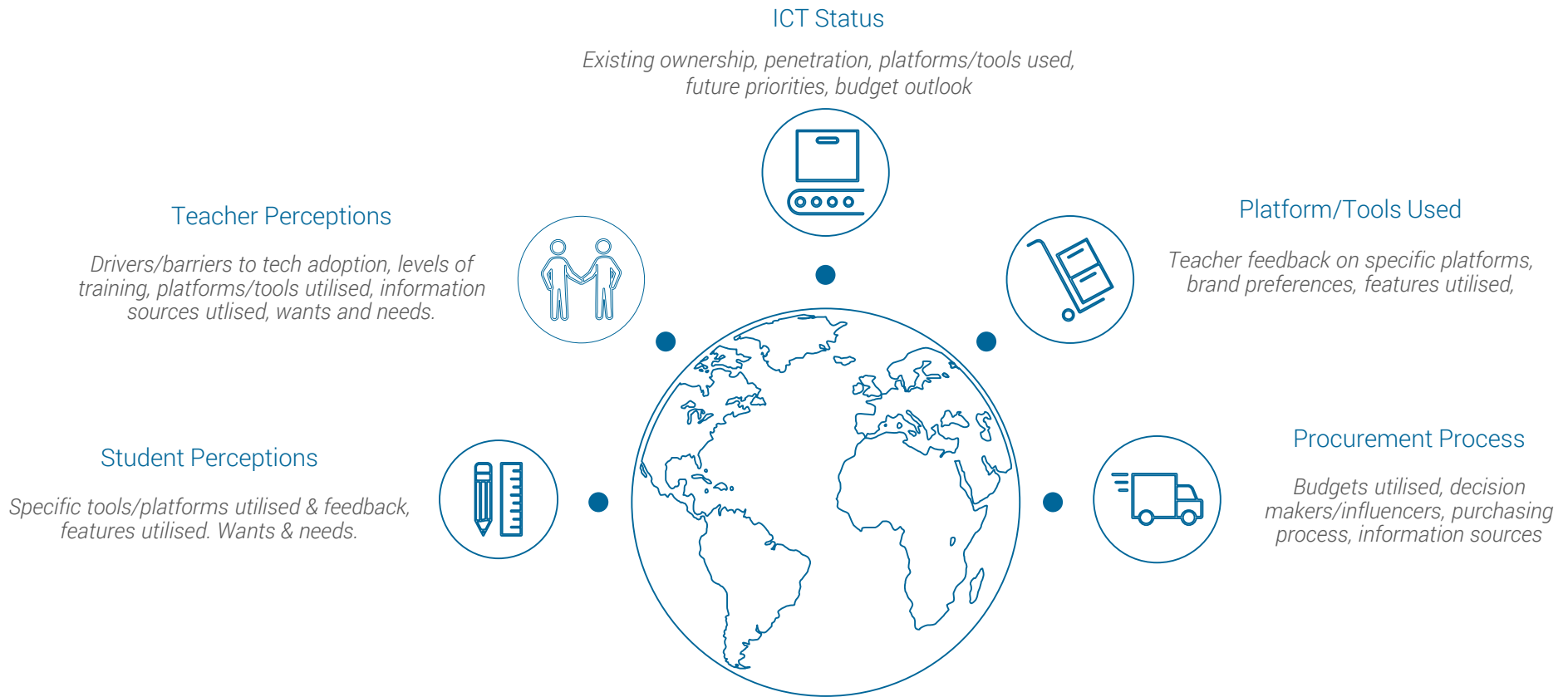
Visualisers Market Tracking Service

- | This market tracking service is a comprehensive service, which tracks the market at a granular level each quarter. This service seeks to understand how large in volume and value the visualiser market is, brand performance by territory, which product specifications are performing well and which countries are driving growth.
- | Published bi-annually

END USER RESEARCH

Futuresource Can Undertake Both Quantitative and Qualitative End User Research

Interviews With Administrative Leaders, CTOs/CIOs, Principals, Teachers & Students



CUSTOMISED RESEARCH & CONSULTING SOLUTIONS

Futuresource can develop customised research projects for individual clients, tailored to their individual requirements. Research capabilities range from highly strategic projects through to large scale interviewing.

Examples of Education Projects Undertaken by Futuresource

| MARKET ENTRY ASSESSMENT & STRATEGY

- A telecommunication provider was investigating market entry into multiple international markets. The project involved profiling the structure and EdTech status of specific countries, key providers, market leaders and potential partners, provided a 'go to market' framework.

| TEACHER TECHNOLOGY UTILISATION REVIEW

- A leading technology provider wanted to understand how it and its competitors products were being utilised. The project involved 2000 in-depth telephone interviews with teachers across multiple countries to assess product usage, drivers, barriers, platform feedback and future wants/needs.

| DECISION MAKING PROCESS REVIEW

- A leading technology provider in the US wanted to investigate in detail the purchase process for technology. 200 in-depth telephone interviews took place with both district IT buyers and school IT buyers. Analysis of the procurement process, key purchasers and influencers, budgets utilised, information sources utilised.

| IN-CLASS OBSERVATION

- A technology provider wanted to understand the range of digital content being utilised on displays (both digital and non) within typical schools. Futuresource observed over 100 hours of teaching time, noting and analysing content trends.

| CHANNEL LANDSCAPE ANALYSIS

- A leading technology provider wanted to understand margin trends in the reseller channel, including margins across hardware, software and services. In-depth telephone interviews with resellers were conducted to understand market developments.

THE FUTURESOURCE FOCUS

EQUIPMENT

- | TV Displays
- | Set-Top Boxes
- | Blu-ray & DVD
- | Home Audio
- | Media Streamers
- | Games Consoles
- | Tablets
- | Smartphones
- | Wireless Speakers
- | VPAs
- | Headphones
- | Cameras
- | Wearables
- | VR/AR Headsets
- | Home Appliances
- | Home Theatre

DELIVERY

- | Broadcast
- | Broadband
- | Mobile
- | Optical Disc
- | Laptop/PCs
- | Pro Audio
- | Pro LCD Displays
- | Pro LED Displays
- | Projectors
- | Collaboration Tech
- | Signal Distribution
- | PCs in Education

CONTENT

- | Video
- | TV
- | Music
- | Games
- | Education
- | eBooks
- | Social
- | Interactive Whiteboards
- | Broadcast Equipment
- | Photo Equipment
- | Automotive Tech
- | Data Storage
- | Smart Home

- | Full service end-to-end research capabilities
- | Global market coverage based on informed local expertise
- | Delivering excellence for nearly 30 years
- | Leading-edge data delivery and analysis
- | Unrivalled client list, maintained through client-centred service approach

WHAT WE DO – THE FUTURESOURCE APPROACH



About Futuresource

Futuresource Consulting is a specialist research and knowledge-based consulting company with a heritage stretching back to the 1980s.

Its insight and global market coverage are based on informed regional expertise, ensuring its portfolio of world-class clients is fully supported in research, analysis, strategic planning and decision making.

- | Consumer Electronics
- | Print & Imaging
- | Media & Entertainment
- | Education Technology
- | Optical Disc Manufacturing
- | Broadcast Equipment
- | Professional Displays

Talk to us...

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