

Case Study and Report



Case Study : Manufacturing – Industrial Automation Adoption

Objective

To assess adoption barriers for robotic automation in medium and large manufacturing units



500 decision-makers (Plant Managers,
CTOs) in USA

- Online survey of N=500
- In-depth interviews of N=20

Approach

- Respondents verified via LinkedIn/company sites.
- Random re-contact for 10%.

Quality Control

- High upfront investment was top barrier, but ROI awareness was weak.
- Client introduced leasing model + ROI calculator tool to accelerate adoption.

Outcome

Get in Touch



sales@perigonresearch.com , rfq@perigonresearch.com



+91-8800712961



Bhutani Cyberpark, Sector 62, Noida – 201309



www.perigonresearch.com