

The resources of a big company with the service of a small one.  
Sophisticated design and analysis to ensure meaningful, actionable results.  
**The ability to reach the unreachable.**



### **Welcome to the Harris Interactive Technology Research Group.**

We take a holistic view, considering every challenge or opportunity you face within the broad context of your entire enterprise and its overall goals.

- Our team includes researchers who come from the telecommunications and information technology sectors. We live and breathe it every day - bringing our expertise and experience to each client engagement. This immersion in the industry enables us to ask the right questions in order to confirm your business issue and address it accordingly.
- We have international offices, partners, and panels—making it possible to conduct research around the world. And our information technology expertise is not limited to the U.S.—it's global.
- Our full-service capabilities encompass everything from study design through advanced analytics—with a focus on providing strategic, actionable insight and recommendations. And... we are not just an online research company! We offer both traditional and online methods to support both quantitative and qualitative research and design with the end goal in mind.
- We offer cross-team expertise. From branding to customer satisfaction to advertising—our horizontal teams can combine with our industry team to deliver insight into specific applications.

#### **Some of the Sectors We Serve:**

- Computer/Peripheral manufacturers
- Computer storage
- Software publishers
- Custom computer programming and systems design
- Consumer electronics
- Management consulting

#### **Harris Interactive Panels. Category Depth. Global Reach.**

Our researchers have access to the world's largest online panel, spanning millions of respondents from consumers to business professionals.

**IT/Telecom Decision Makers Specialty Panel** The largest market research panel of its type with access to 100,000 decision makers across the globe.

**Wireless User Specialty Panel** Gain unprecedented research access to over 150,000 pre-screened users of wireless devices around the world.

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#### **Contact Us**

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## How We Address 10 Critical Issues Facing the Technology Industry

Issue	Tools We Employ to Address It
<p><b>Finding the next “Killer App” and “Silver Bullet”</b> (Software as a service, on-demand computing, software on demand, new processor technology, client-server vs. Web-based)</p>	<p>Product development strategy Needs assessment Product/service improvement testing and modeling</p>
<p><b>Convergence</b> (Is your company poised to enter the consumer electronics market or fend off a new competitive threat from a traditional electronics firm?)</p>	<p>Brand positioning and strategy Market environment analysis Market mix modeling Concept assessment Market planning assessment</p>
<p><b>Developing &amp; managing new products</b> (Open source software, server virtualization, Web-based services, TCO offering, product life cycle management)</p>	<p>Product development strategy Needs assessment Concept assessment Message development Customer experience assessment</p>
<p><b>Capturing new markets</b> (IPTV, VoIP, multi-core computing, 4G wireless, MPLS Internet capability)</p>	<p>Market environment analysis Market structure analysis Behavioral assessment</p>
<p><b>Design and management of global market strategies</b> (China, India, Latin America, etc...)</p>	<p>Networks and affiliates across the globe We have conducted research in 80+ countries</p>
<p><b>IT alignment with business initiatives</b> (Shrinking capital expenditures and competitive pressure makes it difficult to reach true decision makers)</p>	<p>We can reach the true decision makers (IT/Telecom managers, executive decision makers, influencers) Sales process mapping/length of sale/IT vs. LOB Mind/voice of the customer</p>
<p><b>Channel &amp; media challenges</b> (how to build differentiation and defeat commodity-based pricing)</p>	<p>Message development Communications assessment Advertising testing Channel analysis/mystery shopper analysis Competitive website analysis Price/positioning studies</p>
<p><b>Identifying market segments and selecting market targets</b> (How to move beyond features and benefits to customer value and trust)</p>	<p>Customer segmentation/needs analysis Market ROI measurement and modeling Customer loyalty strategy</p>
<p><b>Competitive benchmarking</b> (Website effectiveness, channel preferences, image)</p>	<p>Rapid, near real-time online reporting &amp; tracking Market surveillance &amp; event-driven analysis</p>
<p><b>Market research “justification”</b> “Only the paranoid survive”- Andy Grove, former Intel CEO (How will you determine the strategic inflection point or the effects of disruptive technologies on your marketplace?)</p>	<p>Our proven track record in the industry Research isn’t research unless it’s actionable Recommendations based on industry expertise Real time simulators/war games – executive friendly Tenacious analysis because you can’t afford to be wrong!</p>

*Challenge us and raise your expectations.*

