

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 telecommunications 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:

- Wireless service providers
- Handset manufacturers
- Wired telecommunications
- Cable and broadcasting
- ISPs/Portals
- Telephone network apparatus
- Network infrastructure

#### 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 Telecommunications Industry

Issue	Tools We Employ to Address It
<b>Churn &amp; profitability</b> (Keeping the right customers, growing the potentials, and jettisoning dead weight)	Product/service improvement testing and modeling Customer loyalty strategy Loyalty ROI measurement and modeling
<b>At the doorstep of 4G Convergence</b> (Cross-industry impacts & predicting acceptance)	Market mix modeling Market environment analysis Brand positioning and strategy Marketplace impact tracking
<b>Finding the next "Killer App" and "Silver Bullet"</b> (Testing fresh ideas, managing development risks, and fueling accurate business cases)	Product development strategy Needs assessment Feature optimization and ROI Concept assessment Pricing research/sales forecasting
<b>VoIP – Threats and opportunity</b> (Impacts of fixed and mobile VoIP adoption, pricing for profit and penetration, managing consumer behavior)	Market environment analysis Behavioral assessment Pricing research Message development Customer experience assessment
<b>Mobile gaming evolution – second life, street gaming</b> (Content, interactive gaming, net vs. TV viewing habits, technogenesis)	Gamer panel/youth panel In-house wireless expertise on UMTS, 3G, WiFi, emerging technologies
<b>DM alignment with business initiatives</b> (Capital constraints & relentless competitive pressure makes it difficult to reach true decision makers)	We can reach the "unreachable" (IT/Telecom DMs, service provider executives) Cost allocation & budget analysis (industry "share of wallet" projections)
<b>Channel &amp; media challenges</b> (How to build differentiation and defeat commodity-based pricing)	Message development Communications assessment Advertising testing Channel analysis/mystery shopper analysis Competitive website analysis Price/positioning studies
<b>Building and retaining brand value in the face of new consumer sentiment</b> (e.g., WSP device issues, iPod phone, brand extension issues)	Brand positioning and strategy Brand equity tracking Communications tracking Corporate reputation tracking Brand ROI measurement and modeling
<b>Competitive benchmarking</b> (Website effectiveness, channel preferences, image)	Rapid, near real-time online reporting & tracking Market surveillance & event-driven analysis
<b>Market research "justification"</b>	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!

*Challenge us and raise your expectations.*

