

Selected Experience in the Software and Publishing Industry

- Conducted a Business Intelligence Study for a large Asian manufacturing company.
- Conducted attitude and usage quantitative tracking study for an industrial publishing firm.
- Conducted quantitative media surveys for advertising recall for a major producer of computers in Australia, Japan, Argentina, and Brazil.
- Conducted a Business Intelligence/Competitive intelligence Study of major Internet provider.
- Conducted quantitative study of the impact of Y2K issue on budgets. Industries included the financial, manufacturing and distribution industries in the US, Germany, UK, France, Netherlands and Sweden.
- Conducted competitive Intelligence Study of the US software industry.
- Conducted analysis of the client server market in Asia [e.g. Japan, South Korea, Thailand, and Singapore].
- Conducted usability testing of Automotive Website in Latin America and in Europe.
- Conducted quantitative survey in the UK of health care and financial industries testing a new product concept for software to enhance and/or replace E-mail.
- Conducted a quantitative survey for 3M/Post it notes in Europe.
- Conducted a quantitative readership survey which assessed the market size and demand for a major US business magazine in Mexico, Brazil, Chile, and Argentina.
- Conducted a quantitative survey of market potential for an advertising publication in Asia [e.g. Japan, Taiwan, South Korea, China, Singapore, and Thailand.]
- Evaluated music trends in the US for a European media firm.
- Conducted a readership study for the major business newspapers in Australia, Argentina, Brazil, and Japan. This quantitative study analyzed the awareness of the advertisement for a major technology company.
- Customer assessment study for a major publishing company of industrial directories. This quantitative study surveyed CD ROM users in the UK, France, Germany, and Italy. The study produced an assessment of the attitudes and usage of the CD ROM product.
- Study to determine expected levels of price points, comparable across multiple countries in Europe and Latin America.
- Conducted ongoing advertising readership studies across Europe, Asia, and Latin America for multinational high tech firm.
- Conducted multiple focus groups with a multinational IT company for their European advertising campaign.
- Evaluated the effectiveness of advertisements targeted to professional radiologists in the UK, Germany, France, Italy, and Sweden.
- Recruited 50 radiographers in Germany, the UK, France, Italy, and Sweden via telephone and reviewed the completed questionnaire on advertising materials.

- Qualitative study to understand how the introduction of Microsoft's Windows 2000 Data Center Operating System is likely to impact the large enterprise server market in the US and Europe.
- Qualitative research on school leaving examinations, admission assessment, teacher training, and academic English language assessment on a worldwide basis.
- Qualitative study that surveyed IT professionals' feelings about a large IT company based on their reaction to a proposed new advertising campaign.
- Conducted Internet-based interviews assessing European reactions to a leading computer manufacturer's advertising campaign.
- Quantitative study to understand the positioning of a large computer company business-to-business relationship in the United States.
- Competitive Intelligence study to conduct a competitive Road Map study on leading manufacturers of printers.
- Qualitative study involving the evaluation of a new product concept for engineers in Europe [via focus groups] indicating that there is an overall increase in the global sourcing of products.
- Conducted evaluative study of CVRM software in Japan.
- Quantitative research in advanced recall readership study.
- Pan European Industrial Web Site Study.
- Global Web Recruiting Study.
- Competitor Intelligence Study for online purchasing of industrial products.
- Conducted study of Unified Messaging Market in the US.
- Tests of software for laptop users in the business and consumer sectors.
- Conducted Global call center in Europe for current, past and prospective advertisers for a publisher of industrial directories.
- Conducted insight study on how engineers and designers obtain and use CAD software.
- Conducted study on a major internet provider's vision for the next generation of software.
- Conducted European Competitive Intelligence Study for a major Business to Business company.
- Conducted Study for a major internet provider's Accounting Software.
- Conducted study to understand how people use a particular program and how the purchase decision is influenced and made within businesses of differing sizes.
- Conducted multi-function copier study with focus groups of IT administrators within companies.
- Conducted CATI Interviews with respondents who manage day to day print operations in UK, France, and Germany.
- Conducted In-Depth Interviews and Online Survey to gain an understanding of how a publishing company's customers allocate their time and budgets in regards to advertising, promotion, and marketing.
- Conducted analyze of ERP System Market in the USA.
- Conducted an ERP System penetration study in Asia.

- Conducted Smartphone-Application usage study in the United States.
- Conducted a market analysis for a B2B software firm to gain insight into the Asian market
- Recruitment of significant programmers of mobile applications.
- Video case study among CIOs, CTOs, IT Directors, Chief Architects, Database Managers and other Senior IT staff with a significant level of influence on purchasing database products.
- Conducted a research study regarding website usability

Sampling of Clients

- 3M
- Advertising Age International
- Apple
- Bertelsman
- Compac Corporation
- Educational Testing Service
- Gallup & Robinson
- Google
- Hewlett Packard
- IBM
- Information Access Company
- Intel
- Kodak
- Microsoft Corp.
- Nikkei
- Pitney Bowes Software
- TecIntel
- The Thomas Publishing Company
- Sitecore