

## News Release

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# **IntelliClear Offers the Technology Industry's First Pre-Packaged Primary Research**

## Fixed-Price Quantitative and Qualitative Offerings

COLORADO SPRINGS, Colorado, January 28, 2010 – IntelliClear today announced the immediate availability of a new line of primary research offerings targeted at the technology industry, providing essential insights at fixed low prices and timely delivery. Branded Clarity Flash, these innovative offerings include rich quantitative and qualitative packages for the consumer and commercial markets in the US, with options to extend the research to 65 countries across the globe.

"IntelliClear is leveraging its stellar reputation for quality and insights beyond the data to meet the requirements of clients who have fixed budgets and need the fundamentals of intelligence in a short timeframe," says Eric Shuster, President and CEO of IntelliClear. "While our core value proposition focuses on depth of research and strategic insights, we recognize the need in today's market for quick-turn essential research at value-oriented prices—Clarity Flash addresses that need soundly," says Alex Kalamarides, Ph.D., Managing Director and General Partner of IntelliClear.

There are four Clarity Flash packages launched by IntelliClear including an online survey, in-depth interviews, focus groups, and development of a virtual panel. Each of the packages includes set sample sizes, research duration (i.e. 15-minute survey, etc.), screening criteria, execution and analysis, and standard deliverables. Besides the guaranteed length of project duration, each of the Clarity Flash offerings includes two fixed prices: one for business-to-consumer (B2C) research and one for business-to-business (B2B) research.

"In this challenging economy we're constantly looking for ways to maintain quality while reducing costs, and IntelliClear's Clarity Flash may be an option for us to achieve just that," says Christina Stahler, Senior Manager of Market Research for Sony Electronics Corporation.

"IntelliClear will continue to offer one of the research industry's broadest portfolios with powerful analytics and strategic insights. Clarity Flash will join our family of products to ensure we have something for everyone," says Shuster. Clarity Flash products are immediately available from IntelliClear by visiting their website or calling their main switchboard.

### **About IntelliClear ([www.intellisclear.com](http://www.intellisclear.com))**

IntelliClear is a market research and business consulting firm committed to the delivery of actionable market intelligence to the global IT community. IntelliClear's mission is to bring clarity to IT market intelligence by delivering results-oriented research, responsive industry experience, and effective data synthesis - leading to confident go-to-market plans.