

News Release

Editorial Contact:

Eric Shuster
(281) 251-0418
eshuster@intellisclear.com

IntelliClear Launches One of the Industry's First Multi-Vendor Data Synthesis Services

Timely answers, increased ROI on data, and improvements in primary research are the key benefits of the service

HOUSTON, Texas, January 24, 2005 – IntelliClear today announced the formalization of its data synthesis service for the commercial and consumer business to business markets. The service will include the unique component of multi-vendor data analysis using client purchased data from such world class entities as International Data Corporation (IDC), Forrester, Access Markets International (AMI), Yankee, Gartner, and other syndicated market intelligence vendors. IntelliClear is deploying the global service after several months of successful pilot projects with key clients.

"We know from our own experiences, and from the clients we serve, that many companies are overwhelmed with data from syndicated vendors, in-house research projects, and publicly available data," says Eric Shuster, President and CEO of IntelliClear. "Our team's deep analytical capabilities, seasoned industry experience, and unparalleled skill at synthesizing data from different sources, will provide clients new perspectives, comparisons and correlations. The end result will be the delivery of timely executive decisions at a fraction of the cost."

While the concept of synthesizing data is not new, a dedicated service of analyzing and modeling data from multiple market intelligence sources is unique due to the proprietary nature of syndicated data. "Most of our clients purchase data from a variety of syndicated vendors, but wouldn't ask one syndicated vendor to analyze another vendor's data – it wouldn't be ethical," says Alex Kalamarides, Managing Director and General Partner at IntelliClear. "Under NDA and contract, with no conflicts of interest, we can synthesize data from any number of sources to help provide timely answers to key questions, make future primary research project more efficient, and increase a client's return on investment for market intelligence purchases."

IntelliClear stresses a four step process that includes identifying the client objective, examining the available data sources, synthesizing the selected data, and delivering the client solution. Case studies are being made available to showcase the new service. IntelliClear will offer clients a variety of ways to implement its data synthesis service, recognizing the need for flexibility to accommodate a variety of internal dynamics. "This is just another way we're bringing clarity to IT market intelligence" says Shuster.

About IntelliClear

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. IntelliClear leverages the experiences of seasoned IT and market research professionals, while utilizing its global network of industry consultants and research partners to execute projects across a broad spectrum of disciplines and geographies.