



Optimizing Your 2009 Research Budget

Tips for the Intelligent Manager



Stretching Those Precious Research Dollars

IntelliClear hears it all the time: “We have this much budget for research and have to **make every dollar count.**” This isn’t new to us, and in fact most clients come to IntelliClear when research is critical and must lead to **actionable results** from the start. Chances are in 2009 you’ll have a smaller research budget, so return on investment (ROI) for those dollars will be more important than ever. We’ve been **maximizing research ROI** for our clients for over half a decade. IntelliClear brings clarity to IT market intelligence by delivering results-oriented research, responsive industry experience, and effective data synthesis—enabling you to confidently develop go-to-market plans. **When it really matters**, clients call on IntelliClear.

Experts in Global Commercial and Consumer IT Markets. IntelliClear specializes in commercial IT and consumer electronics markets, with an emphasis on the small and medium business (SMB) and large enterprise markets. IntelliClear principals Eric Shuster and Alex Kalamarides are considered two of the industry’s leading authorities on global technology markets, with a special focus on small business and data center technologies. Through its experienced global partner network, IntelliClear extends its services into over 65 countries across the globe, including North America, Western and Eastern Europe, Asia Pacific, and Latin America.

Four Ideas for Optimizing Your 2009 Research Budget

The instability of the financial markets is creating a slow-down in consumer and business spending, prompting your company to reduce expenses—including your market research budget. That means what you have to spend needs to get the job done regardless. Even more, your research deliverables must ensure sustainable success in a tougher marketplace. IntelliClear is offering a few tips on how to optimize your research investments:

Leverage Existing Research Data to Gain New Insights

Your company purchases syndicated data from the likes of IDC and Forrester, and has data from past proprietary research studies. Why not use this existing data to get what you need instead of conducting more studies? Synthesizing existing data from multiple sources is an economical way of identifying new connections and key points of relevance, delivering valuable perspectives. For example, one client gave IntelliClear dozens of research studies from multiple sources in hopes of understanding the data center space. Using a variety of analytical methods, IntelliClear turned thousands of pages of research data into a concise PowerPoint deliverable, providing fresh and overlooked go-to-market insights to help chart new business directives.

Combine Qualitative & Quantitative in the Same Study

Should you use your precious research dollars for a qualitative study, or a quantitative study? You need the open-ended insights of a qualitative study, but your team demands hard numbers to back up the results. Try designing a qualitative study that includes an efficient quantitative component in parallel. For example, IntelliClear has been conducting one-on-one interviews and focus groups that integrate pre, in-session, and post group surveys for years. This unique methodology allows for the powerful triangulation of quantitative results against the qualitative findings, packaged in an integrated study that optimizes economics. This is especially valuable if combined with surgical recruiting, an approach that leads to deeper insights without sacrificing market representation.



Merge Go-To-Market Plans and Primary Research

Your team needs a go-to-market plan, but lacks the data, time, and money to get it done. Traditionally money is spent on conducting a study, followed by the development of a go-to-market plan. In tough economic times it makes sense to merge the primary research and go-to-market development into one consolidated effort, saving time and money. For example, IntelliClear has been involved in numerous projects where a go-to-market component has been included as part of the overall study. IntelliClear has done as little as an advisory role, and as much as holding workshops and developing the plan as a member of the strategic and tactical teams—ensuring a maximum return.

Identify the Early Signs of an Economic Rebound

The global economy is going to turn around—but will you see it coming before your competition does? A key to maximizing business value in research for 2009 will be identifying the early warning signs of an economic rebound in the research studies you conduct. This means formulating the key indicators for your business, identifying pulse points, and developing an economic model that closely simulates your market. For example, IntelliClear responded to a client request to simulate an emerging market in order to detect the key entry points and growth prospects on a worldwide scale. The result was an easy to use Excel-based global market model that pinpointed key business opportunities across a predictive time scale, allowing the client to react long before their competitors.

IntelliClear Services

IntelliClear delivers clarity through a suite of complementary market intelligence and business services. And while other firms provide prepackaged data and canned methodologies, we tailor each project for our customers' specific needs. Whether you need to make sense out of existing data, get feedback from the market on a new idea, or develop a go-to-market plan, IntelliClear is the partner you can count on to get the job done—especially in tough economic times.

Data Synthesis. How often do you find yourself overwhelmed by the sheer volume of data, unable to create a clear picture of what it all means? The professionals at IntelliClear understand this dilemma. Whether the data originates with world-class organizations such as IDC, Gartner, Forrester, AMI-Partners, and Yankee, or from a proprietary primary research project, our team will maximize the value of the data by finding the hidden nuggets, applying data to current business needs, and triangulating for accuracy so as to build better business cases and marketing perspectives.

Qualitative Research. IntelliClear offers a portfolio of trademark qualitative research services that extracts new ideas, uncovers key thoughts, and illuminates unique perspectives. Expert moderation and world class recruiting accent these best-in-class offerings across a wide range of technologies and industries. Whether you need feedback from a group, one-on-one perspectives, or a knowledgeable actor to shop your competition, IntelliClear has the experience and know-how to get results.

- Focus Groups
- One-on-One Interviews
- Mystery Shopper Visits
- Professional Moderation



Quantitative Research. To ensure actionability in quantitative studies, IntelliClear uses a disciplined three-phased methodology for both surveys and conjoint studies, delivering optimized and direction-setting results. The IntelliClear three-phased methodology establishes a structured process in the design, data collection, and synthesis phases of every project, while allowing for creativity and innovation in research development.

- Surveys
- Conjoint Analysis
- Delphi

Strategic and Tactical Business Services. To go the extra mile, IntelliClear partners with our clients to put deliverables to work by offering a collection of strategic and tactical business services that take research from the speculative realm to the “go-to-market” realm. The expert practitioners at IntelliClear have the seasoned experience necessary to contribute or lead your team towards achieving critical business objectives.

- Market Segmentation
- Competitive Analysis
- Segmentation Gearboxes
- Workshops
- White Papers and Case Studies
- Go-to-Market Plans