

# IntelliClear Services

IntelliClear delivers clarity through a suite of complementary market intelligence and business services—both prepackaged in our *Clarity Flash* portfolio or tailored to meet a customer's 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 flexible 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

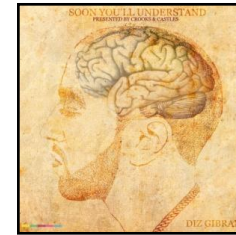
To ensure actionability in quantitative studies, IntelliClear uses a disciplined three-phased methodology for both surveys and conjoint studies, delivering optimized and direction-setting results. The IntelliClear three-phased methodology establishes a structured process in the design, data collection 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



## Fall 2009 Market Research Symposium

*The Seven Habits of Highly Effective Market Researchers*

# The Seven Habits of Highly Effective Market Researchers

# Ideas for Optimizing Your Market Research Budget

Times are challenging for market researchers and their stakeholders: Business and consumer behavior is becoming more unpredictable; decreased revenues have slashed market research budgets; and the desire for increased simplicity in market research results continues. Borrowing the “Seven Habits” from Stephen R. Covey’s best selling book of 1989, IntelliClear introduces Seven Habits for market researchers and their stakeholders which if applied correctly can help teams obtain the intelligence they need in today’s challenging business environment.



## 1. Be Proactive, Not Reactive—Personal Vision

- Reactive: driven by feelings, circumstances, conditions and the environment
- Proactive: driven by carefully considered, selected and internalized values
- Focus efforts in the circle of influence
- **Determine and secure needed budgets**
- **Stay on top of timely/effective plan execution**

## 2. Begin With the End in Mind—Personal Leadership

- Imagine the end of your life as a frame of reference by which everything else is measured
- Busy and efficient doesn’t translate into effective
- Clarify the values before setting goals and executing
- **Lay out strategic and tactical business objectives**
- **Create paths for business use of “so whats”**

## 3. Put First Things First—Personal Management

Importance	High	<b>II</b> <ul style="list-style-type: none"> <li>• Planning</li> <li>• Avoiding future crises</li> <li>• Looking for new opportunities</li> <li>• Building relationships</li> </ul> <p style="text-align: center;"><b>Make time!</b></p>	<b>I</b> <ul style="list-style-type: none"> <li>• Managing crises</li> <li>• Being driven by deadlines</li> <li>• “Firefighting”</li> </ul> <p style="text-align: center;"><b>Avoid “addiction”!</b></p>
	Low	<b>IV</b> <ul style="list-style-type: none"> <li>• Carrying out trivial tasks</li> <li>• Doing “busy” work</li> </ul> <p style="text-align: center;"><b>Reduce/balance time!</b></p>	<b>III</b> <ul style="list-style-type: none"> <li>• Responding to answers demanded</li> <li>• Being interrupted by colleagues</li> <li>• Fixing minor problems</li> </ul> <p style="text-align: center;"><b>Reduce/balance time!</b></p>
		Low	High

- **Identify enablers and resolve obstacles**
- **Work to optimize project designs**

## 4. Think Win-Win—Interpersonal Leadership

- True agreements or solutions are mutually beneficial
- Win-win is founded on integrity, maturity, and an abundance mentality
- **Engage with the appropriate research suppliers**
- **Evangelize results and action plans**

## 5. Seek First to Understand, Then Seek to be Understood—Empathy

- Listen empathically, turning transactional opportunities into transformational opportunities
- Use ethos, pathos, and logos in making presentations
- **Obtain broad and deep internal input**
- **Integrate stakeholders**

## 6. Synergize—Creative Communication

- The whole is greater than the sum of its parts
- Avoid defensive or protective communications
- Value differences
- **Map the most efficient way to get to results**
- **Integrate suppliers and consumers of results**

## 7. Sharpen the Saw—Balanced Self-Renewal

- Physical, mental, social, and spiritual
- Sustain the achievements and benefits long term
- **Observe and digest external trends and ideas**
- **Keep a step ahead of gaps and problems**

## Applying the Seven Habits to Market Research Solutions by IntelliClear

### 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. Synthesizing existing data from multiple sources is an economical way of identifying new connections and key points of relevance, delivering valuable perspectives. For example, an IT industry leading 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

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 conducted a global focus group project in the US and Europe for an IT industry leading client that included 12 groups with over 80 participants. Not only was IntelliClear able to deliver the qualitative results required for the project, but by using pre, in-session, and post-group surveys IntelliClear was able to deliver statistically relevant quantitative insights that helped triangulate the qualitative results.

### Make Segmentations Come Alive with List Generation

A stakeholder asks you to develop a market segmentation so they can better target high-value customers. Instead of marching off to develop a segmentation, think about how targeting is accomplished in a call center and the need for qualified lists of profiled leads. An actionable segmentation leads to solid list generation. For example, for a leading computer manufacturer IntelliClear understood the need for lead generation and worked with the client to develop a behavioral-based segmentation with strong demographic links. Afterwards an algorithm was created which could classify millions of targets from publicly available lists according to the segmentation with a high degree of accuracy.

## Clarity Flash Portfolio of Quick-Turn, Value-Packed US Research Packages

If the budget calls for “quick and dirty,” but you want IntelliClear quality, then *Clarity Flash* is for you—a full line of essential market research packages from IntelliClear to address US SMB decision makers & Consumers/Households:

### Online Survey—as low as \$25,000

N=200, T=15 minutes, with an estimated turnaround time of 4 weeks. Screening to ensure market representativeness and to meet special quotas to as low as 20%. Analysis of up to 4 sub-groups or segments of interest. Deliverables include in-depth executive-level PowerPoint with Excel banner book. \$29,000 for SMB, and \$25,000 for Consumers/Households.

### In-Depth Interviews—as low as \$20,000

N=20, T=30 minutes, with an estimated turnaround time of 5 weeks. Screening to ensure relevant and knowledgeable interviewees. All interviews conducted by IntelliClear principals. Deliverables include in-depth executive-level PowerPoint with individual interview write-ups. \$22,000 for SMB, and \$20,000 for Consumers/Households.

### Focus Groups—as low as \$28,000

N=4 groups x 8 participants, T=2 hours, with an estimated turnaround time of 5 weeks. Screening to ensure market representativeness with a session design to achieve robustness and bring elements of ethnographics. Moderation conducted by IntelliClear principals. Deliverables include in-depth executive-level PowerPoint with MP3 and DVDs. \$32,000 for SMB, and \$28,000 for Consumers/Households.

### Virtual Panel—as low as \$58,000

N=200 x 4 surveys (waves) in 12 months, T=15 minutes, with an estimated turnaround time of 7 weeks for the first wave, and 3 weeks for subsequent surveys. Panel screening, development, and maintenance to guarantee size and ensure continued market representativeness. Analysis of up to 4 sub-groups of interest (the same or different for each wave). Deliverables include in-depth executive-level PowerPoint with Excel banner book. \$106,000 for year one and \$84,000 for subsequent years for SMB, and \$68,000 for year one and \$58,000 for subsequent years for Consumers/Households