



## The Value of Clarity



## Get a Clear Perspective

At IntelliClear, we believe that success depends on clarity: overcoming the **confusion** of data overload and the **uncertainty** caused by not having the information you need to make good decisions. Only when your view of the market is free from obscurity can your team execute its plan with **confidence** to generate the **results** your customers and executives demand. Results that will deliver incremental revenue, a healthier bottom line, and success in a competitive marketplace. 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.

**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 the global SMB market. Through our experienced global partner network, IntelliClear can extend our services into more than 65 countries across the globe, including North America, Western and Eastern Europe, Asia Pacific, and Latin America.

**IntelliClear Services.** IntelliClear delivers clarity through a suite of complementary market intelligence and business services. And while other firms provide pre-packaged 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.

For more information on IntelliClear services, visit [www.intelliclear.com](http://www.intelliclear.com).

**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 an IntelliClear primary research project, our team will maximize the value of the data by identifying key connections and new points of relevance, applying data to current business needs, and triangulating for accuracy so as to build better business cases and marketing.

**Qualitative Research.** IntelliClear offers a portfolio of trademark qualitative research services that extracts new ideas, uncovers key thoughts, and illuminates unique perspectives. 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

**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.

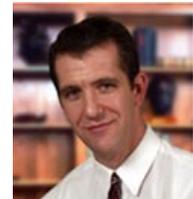
- Market Segmentation
- Competitive Analysis
- Segmentation Gearboxes
- Workshops
- White Papers and Case Studies
- Presentations
- Speaking Engagements
- Go-to-Market Plans





**IntelliClear Partner Network.** The IntelliClear Partner Network (IPN) includes a team of hand-picked industry consultants, analysts, and market research firms who augment the full-time IntelliClear staff. Under the direction of the IntelliClear team, these dedicated professionals provide clients with unparalleled thought leadership and attention to detail across a variety of IT industry disciplines and global regions.

**IntelliClear Founder and CEO.** Since beginning his career in 1980 at age 17 as a Silicon Valley production worker, Eric Shuster has become well known in IT industry circles for his extensive background in research, marketing, sales, channels, manufacturing, engineering, information systems, and product development. Before founding IntelliClear, Mr. Shuster was vice president and managing director for New York-based AMI-Partners. Previous to that, Mr. Shuster was an executive at Compaq Computer Corporation, where he spent 14 years in a variety of positions. Mr. Shuster holds a B.S. in Industrial Management Engineering, and an M.B.A.



**IntelliClear Managing Director and General Partner.** With a depth of experience in the IT arena as an international engagement manager with McKinsey & Company and as the Director of Business Strategy at Compaq Computer Corporation, Dr. Alex Kalamarides combines his expertise in strategy, operations, finance, and marketing with quantitative and qualitative research and business analytics. In addition to holding a doctorate degree in Physics from Rice University and appointments with IBM's T.J. Watson Research Center, Dr. Kalamarides also held the position of Executive Vice President and Managing Director at AMI-Partners, where he managed the company's strategic consulting practice and research operations. An avid internationalist, Dr. Kalamarides is fluent in most major European languages.



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