IntelliClear
Bringing Clarity to IT Market Intelligence

>> Data Synthesis Service

Your company can be overwhelmed by data from:
- A variety of syndicated market intelligence vendors
- A multitude of internal company studies
- Thousands of publicly available data sources worldwide

The challenge isn't finding data, it's getting the most out of the data you already have in order to develop critical insights, answers to questions, and support for executive decision making.
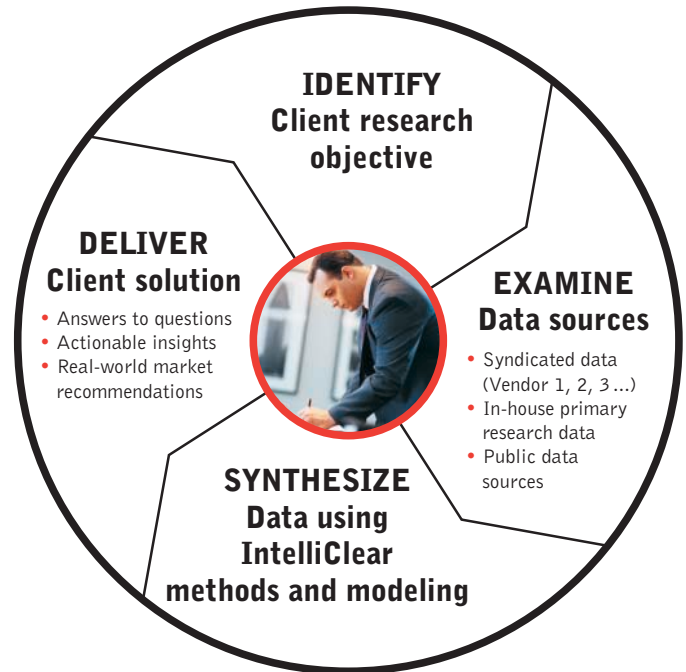
IntelliClear can help you unleash an abundance of valuable insights and perspectives on the data you already own, saving time and money. Our research-savvy IT professionals can bring new life to data and increase your company's return on investment in market research. In doing so, IntelliClear will also identify the most critical gaps in your data environment to streamline future primary research efforts.

Multi-Vendor Data Synthesis — They Can't, We Can

Syndicated market intelligence vendors such as IDC, Forrester, Gartner, AMI, and Yankee collect and distribute world-class syndicated data across a wide variety of technologies, markets, and geographies. Unfortunately for you, each vendor can only synthesize its own data, leaving you to integrate and synthesize data across multiple vendors. By contrast, IntelliClear — working under NDA and contract as an extension of your market intelligence team — can legally and independently facilitate the synthesis of the most effective data sources across multiple vendors. In doing so, IntelliClear can deliver go-to-market perspectives and real-world answers to your most nagging market questions.

Strong Analytics, Experienced IT Industry Perspectives

IntelliClear works to understand your team's objectives and overlays a strong analytical foundation with deep IT industry experience, to deliver perspectives with a purpose. Under the direction of former McKinsey & Company consultant and market research executive Alex Kalamarides, Ph.D., IntelliClear utilizes a variety of data synthesis techniques, including qualified extrapolation, correlation discovery, threshold application, and attitudinal quantification. The application of solid analytics allows IntelliClear to examine existing data in new dimensions, leading to fresh perspectives, comparisons, and correlations. With fresh perspectives in hand, IntelliClear then combines industry-proven, in-house expertise in product management, market development, business planning, and end-user demand generation to ensure solutions are actionable and market ready.

IDENTIFY Client research objective

DELIVER Client solution
- Answers to questions
- Actionable insights
- Real-world market recommendations

EXAMINE Data sources
- Syndicated data (Vendor 1, 2, 3 ...)
- In-house primary research data
- Public data sources

SYNTHESIZE Data using IntelliClear methods and modeling

The IntelliClear Difference in Data Synthesis

IntelliClear helps you get the most out of your data through the unique integration of analytics and IT industry experience, delivering the three key components for success:

- Intellectual capability to bring new ideas and approaches to solving the problem at hand

- Methodical scientific application leading to sound business solutions based on disciplined modeling

- A common sense business attitude that ensures actionability and real-world applicability of solutions

A Flexible Service

To meet the needs of dynamic work environments, IntelliClear's unique and powerful data synthesis service includes a number of secure methodologies for the transfer, usage, and eventual disposal of utilized data. IntelliClear can customize the service according to the specific needs of your organization:

- **On an as-needed basis** — IntelliClear can complete projects on a fixed-price or a per-hour basis as needs arise.
- **On a retainer basis** — When retained, IntelliClear can allocate the appropriate resources to avoid lengthy PO processes, enable swift engagements, and maximize results.
- **As part of a proprietary research project** — IntelliClear can synthesize study results by working with your in-house team or a third-party vendor contracted to manage data collection.
- **As part of a syndicated market intelligence purchase** — IntelliClear can augment syndicated vendor inquiry hours to create a pool of flexible multi-vendor hours.

Data Synthesis Case Studies

SMALL BUSINESS GO-TO-MARKET PLAN

Challenged with building a go-to-market plan to drive incremental revenue from the U.S. small-business market, a Fortune 100 technology company conducted a number of primary research projects and purchased a large amount of syndicated data related to the space. Desiring a more integrated set of perspectives and an accompanying plan, the company gave IntelliClear access to the data (in the form of PowerPoint charts), set an aggressive timeline, and defined a clear set of business objectives. IntelliClear examined the large volume of data, synthesized the key elements, and developed an actionable go-to-market plan that provided the company with comprehensive tactical plans for all four components of the marketing mix.

GLOBAL ICAFE OPPORTUNITY ANALYSIS

Aiming to capture an emerging opportunity, a Fortune 100 technology company commissioned IntelliClear to develop a forecast model for the global Internet café market with a recommendation on country-level attractiveness. By synthesizing publicly available data from a number of global sources, IntelliClear developed a model to achieve the client's objectives, including identifying the key countries on which to focus resources. IntelliClear also helped the company establish a second-phase primary research plan to probe deeper into relevant subject matters among owners and users of Internet cafés to close the remaining data gaps.

{ **Identify Examine Synthesize Deliver**

It's All About Clarity.

IntelliClear Inc.
newengagements@intelliclear.com
www.intelliclear.com