

IT AND TELECOMMUNICATIONS INDUSTRY




SELECT EXPERIENCE IN THE IT AND TELECOMMUNICATIONS INDUSTRY

The IT field has grown dramatically over the last few years. Millions of jobs have been created to meet the needs of this expanding area which has proven to be absolutely essential to doing business in the 21st century. Technological advancements occur often faster than businesses can adapt to them as new innovations just as quickly become outdated. This reality presents tremendous opportunities and challenges to today's Information Technology professionals.

Properly administered, IT allows for the successful and streamlined coordination of various divisions within a company. Constant analysis of available data is critical if a business is to remain aware of crucial changes and developments in the ever-evolving global business landscape. IT managers must be able to adapt to this evolution constantly to ensure the implementation of new business

modes and technologies. Next-generation smart phones and mobile devices, apps, tablets, social media, and whatever comes next, all must be seamlessly integrated into a company's forward facing presence.





We have worked with top names in all industries on the way towards earning a reputation of excellence in our over 30 years of extensive marketing research experience.

Market Research | Leading business research, insight and data solutions for strategic advantage.

We provide Qualitative and Quantitative Market Research modus recusabo intereset. We employ multiple research methods to assist you with your global growth strategy.

Strategy Research | We help you to get better prepared to get good leads and convert them to more sales.

We are experts in Competitive Intelligence, Lead Generations Techniques, Market Research and much more.

Data Collection | SIS incorporates robust quantitative statistical components with other forms of information gathering to achieve our client's research needs.

SIS International's analytics allow clients to enhance their decision making by maximizing return and minimizing risk. As a full-service market research and intelligence agency, our specialists immerse themselves in our clients' needs and devise a solution delivering complete market insights

Focus Group Facilities | Focus Groups and In-Depth Interviews

With an in-house staff of trained recruiters and a national panel of research participants, SIS is fully equipped to recruit a broad range of consumer and B2B respondents.



SIS Worldwide Headquarters
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Comprehensive solutions for the IT and Telecommunications Industry

Automotive

- Conducted one-on-one interviews, focus groups, ethnographic interviews among drivers in a parking assistance technology study in the NYC metro area.

BOCs

- Strategic information audit for a major Bell operating company: analyzed corporate information needs, information flow, and information sources, and developed the prototype for a BI/CI system.
- Daily intelligence briefing for an RBOC company with interests in Europe and Asia.

Cable

- Global customer service satisfaction study for a multinational cable company.
- Conducted interviews with end-user regarding data centre network cabling.

Call Center and IVR

- Competitive intelligence study on competitor offerings within the Call Center and the IVR (interactive voice response) marketplaces.
- Conducted a survey of procurement activities related to the purchase of PCs for large businesses.

Cell Phone Market

- Growth projections for the US cordless phone market from the period 1996-2000.
- Surveyed US corporate purchasers of cell phones regarding emerging technologies and future needs.

- Business intelligence and qualitative study to develop market-sizing estimates for cellular phones, 2-way radios, and pager units in Brazil.
- Quantitative study of consumer attitudes and usage of pagers and cellular phones in Shanghai, encompassing their competitive framework, pricing, and distribution.
- Conducted focus groups in the US for a German producer of mobile phones about their product features and functionality.
- Cellular systems management study conducted in 9 countries: China, Thailand, Australia, UK, Mexico, Brazil, Europe, the US, and Latin America.
- Intercepted pre-paid mobile phone users in Thailand for a study
- Conducted a Services Benchmark Study of Support & Maintenance Services.

Competitive Intelligence Studies

- Competitive intelligence study on TBM multiplexer manufacturers.
- Competitive intelligence study on PBX manufacturers in Canada.
- Conducted a competitive intelligence study in Latin America and Europe, evaluating service offerings from several communications companies.
- Market intelligence study of service contracts in the Telecommunications industry in Latin American.
- Conducted a research study for a corporate website initiative
- Conducted telephone interviews with IT Staff and Nurses

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Competitive Analysis

- Competitive analysis of 800 calling services in Australia.
- Competitive assessment of the Banking industry's use of technology.

Customer Satisfaction Studies

- Customer satisfaction study in the UK and Australia for a global Telecommunications company.

Desktop PCs

- Conducted telephone interviews with IT professionals who are involved in evaluating, recommending, or purchasing desktop PCs for their companies in Japan.

Education

- Conducted interviews and reports of university librarians regarding eBooks.
- Conducted low-incidence recruitment on parents, students, and teachers for classroom technology study in NYC
- Conducted low-incidence recruitment on target segment of parents and students for technology in educational testing across the US.

ERS

- Conducted analyze of ERP System Market in the USA.

Fiber Optics

- Customer satisfaction study to determine competitive price, service, and quality levels for fiber optic products.

IDEN

- Qualitative study involving in-depth interviews for IDEN products. The study

evaluated markets, strategies, sizing, distribution, and positioning in Brazil.

Internet

- European product information study, evaluating usage patterns for Internet and CD-ROM users.
- Conducted central hall location study with Internet users in the UK.
- Recruited respondents worldwide for a website survey on a global computer company.
- Conducted an online focus group on Information Technology.
- Conducted four internet focus groups in New York and San Francisco.
- Conducted a web survey among (online) buyers of building products

IT Decision Makers

- Conducted in-depth interviews with senior level IT decision makers in the US, Europe, and Asia.
- Conducted focus groups with senior level IT decision makers regarding emerging network products and technologies.
- Conducted interviews with IT decision makers/line of business decision makers
- Conducted interviews with technology decision makers in small-to-midsized companies
- Conducted customer satisfaction survey (via NPS method) among a mid-size IT services company's customers.

IT Spending

- Business intelligence study to assess IT spending in the Food and Beverage industry.



- Business intelligence study to assess IT spending in the Tool and Manufacturing industry.
- Conducted study about software purchase decision makers in midsize-businesses.

IT Systems and Technology

- Evaluation of the presence of IT systems in the public sector (e.g. health, education, welfare agencies, etc.) in Latin America.
- Interviewed CEOs of IT firms to identify strategic issues facing the industry.
- Consulting for a major technology, software, and systems development firm on the international market potential for their products and services.
- Quantitative study of data processing managers in the UK, France, Germany, Italy, Spain and the Benelux countries.
- Quantitative telephone study of data processing managers throughout Latin America, Mexico, Brazil, Argentina, Chile, Peru, Venezuela, and several Central American countries.
- Quantitative study of IT managers in the Banking and Healthcare industries regarding a new email product concept in the UK.
- In-depth interviews of senior technology professionals in Japan regarding their attitudes and usage of select technology products.
- Recruited decision makers working in large IT companies to conduct video case studies
- Conducted over fifty in-depth interviews with professionals in multi-technical facilities management services industry in France.

LAN

- Focus groups in Singapore for the usage of LAN technology.

Mainframe Computers

- Study of the distribution and utilization of mainframe computers in Eastern Europe.
- Market potential for open-systems in China, Singapore, and Hong Kong.

Manufacturing Systems

- Conducted a worldwide study on computer-integrated manufacturing systems.

Middle Market Survey

- Market study of middle market IT decision makers in the US, Europe, and Asia.

Networks

- Conducted focus groups with IT decision makers specializing in network technology.
- Quantitative research survey of network managers in the US from small, medium, and large firms.
- Conducted online interviews with end-user IT network specifiers for data centre network cabling

Notebook PCs

- Conducted focus groups with notebook PC users in the US, Europe, and Asia.
- Conducted 3 focus groups on the topic of laptop computers.



PBX

- Market study analyzing technical specifications of PBX systems for a leading supplier in Canada.

Personal Computers

- Conducted in-depth interviews with PC users in Europe and Japan.
- Conducted focus groups and in-depth interviews of PC users and senior level decision makers in enterprises in Europe and Asia.

Printers

- Quantitative study evaluating the market potential in European businesses for a new integrated printer system.
- Conducted multi-function copier study with focus groups of IT administrators within companies.

Software

- Interviewed CEOs of major Software firms to identify strategic issues facing the Software industry.
- Qualitative study on the successes and failures of knowledge-based systems.
- Market study in Brazil and Mexico to determine consumers' loyalty HP printer ink.
- Conducted study to understand how people use a particular program and how the purchase decision is influenced and made within businesses of differing sizes.
- Conducted study exploring the habits, practices, and needs of software developers, both professional and non-professional as well as Windows and non-Windows.

Telecommunications

- In-depth, competitive assessment of eight global Telecommunications suppliers.
- Market segmentation study of international calling services.
- Quantitative and qualitative assessment of telecommunications services in Mexico.
- Global market intelligence study identifying solutions for specific market segments and market sizing for new products and services.
- Competitive intelligence study on callback services in Mexico.
- US market assessment for new technologies in public data services.

Wireless

- Qualitative study involving wireless communications products in Brazil.
- Quantitative survey of B2B wireless users in China, evaluating market potential and the future of the market.
- Survey of IT decision makers regarding issues of wireless communications in their businesses.
- Conducted 6 focus groups on the US east and west coasts to test design acceptance for wireless telephones.
- Market analysis and evaluation of market growth and development for a US manufacturer and distributor of wireless communication products planning to enter the China market with a broad range of wireless products and services.

Unified Messaging Market

- Market intelligence study of the Unified Messaging market in the US.
- Conducted large global study on



- Conducted large global study on unified communications on pain points on SMBs for implementing unified communications.
- Conducted research study & testing regarding online messaging program builders & testers.

Sample of Our Clients in the Information Technology Industries

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| • Acer | • Itvasline |
| • Apple | • Motorola |
| • AT&T | • Nikkei |
| • Bain & Co. | • Nokia |
| • Bellcore | • Nortel |
| • Bell South | • Pacific Bell |
| • Cisco | • Pitney Bowes |
| • Comverse | • Samsung |
| • Connect Teleservices, LLC | • Siemens |
| • Digital Equipment Corporation | • Southwestern Bell |
| • Dremel | • Springer-Verlag |
| • Electronic Data Systems | • Thomas Publishing |
| • GTE Information Services | • Unisys |
| • Lenovo | • VML |
| • Hewlett Packard | • Wirelution |
| • IBM | |