

# Technology Market Research

## Expand Your Opportunities with Rich Customer Insights

It's a given in the technology industry that advances in software and hardware are constant. Today, however, the business landscape is complicated by constant economic change as well. New market research methods have become critical to gaining or maintaining a competitive advantage in the technology marketplace. Whether your goal is to launch new products or product combinations, move into adjacent markets, or expand to brand new business areas, the challenge is to gain better insights in a shorter timeframe from the right target market of consumers and industry professionals.

### Research Solutions Across a Variety of Products, Services and Audiences

MarketTools offers deep market research experience and engaging, interactive research tools and methodologies to inform better business decisions. Our robust research offerings deliver accurate, actionable results across product offerings and audience segments:



### Technology Industry Expertise for a Customized Research Approach

Our consultative approach allows you to prioritize your research needs, execute studies, and gain the right insights – timed to accommodate each stage of your product development cycle. We combine our own research technology tools with deep technology industry experience to provide insights on topics ranging from target segment identification to product development from concept to launch. Our expertise includes:

- Concept testing and validation for technology products ranging from software applications to electronics to games
- Optimization of product offerings and bundles to maximize sales and profits
- Assembling and managing custom research panels of consumers and technology professionals

#### MarketTools Technology Research Benefits

- ▶ **Secure a competitive advantage in the marketplace** with the right insights from the right target markets of consumers and industry professionals.
- ▶ **Gain deep insights and at every stage of the product lifecycle**, from concept through launch.
- ▶ **Maximize sales and profits by optimizing product offerings** and identifying opportunities for bundling.
- ▶ **Leverage our extensive technology industry expertise** to design more effective studies and research programs.
- ▶ **Make better business decisions using accurate, actionable research results** captured through interactive, engaging research methodologies and advanced analytics.

