

International Market Research and Strategic Consulting

Taking strategic development research and product market validation to a global scale

The key behind any successful product or development strategy is the detailed understanding of the target market. Truly inspired companies go even further in this respect, and manage **to anticipate the market's desires and trends before they become widely visible.**

A "killer product" or wildly successful marketing strategy are generally based on spelling out a desire in potential customers before have become aware of it. **The great companies in the world are the ones which are ahead of the game, not the ones following it.** Many companies have vision - but often vision is not enough. To turn your ideas into a successful product, development or marketing strategy, you need the reliable, in-depth market data: **research which goes beyond recording consumer reactions, to captures the market expectation and potential.**

What Pfeiffer Consulting can offer

Pfeiffer Consulting provides market research and strategic recommendations to corporate clients at a global scale. We carry out international research projects covering several continents, and we are specialized in conducting in-depth interviews with high-level respondents in extremely specialized markets.

One of our core competencies is to combine deep technical understanding of the information technology and media sector with traditional market research expertise. We are not simply filling out questionnaires: due to our extensive knowledge of the markets we specialize in, we have the capacity to understand, embrace and successfully demonstrate innovative software solutions and technology concepts to high-level respondents in order to obtain accurate reporting of the target's reactions.

High-level Market Research... and Beyond

Through a unique combination of qualitative, free-flowing research interviews including quantitative feedback, we can provide our clients with rich market information and highly detailed, workable recommendations.

Our research deliverables do not only provide raw market data, but can extend into detailed strategic recommendations. We can tell you how a market segment reacts to your products and technologies - and we can even extend our recommendation to help you define next generation products and services which are in sync with the market evolution. **In other words, we do not only document market reactions to your product, we can even help you improve it to meet and even anticipate market expectation.**

Who needs this service?

- **Research directors** in technology and media companies
- **Strategic marketing executives**
- **Corporate decision makers** in the content and media business
- **Development Managers** for online services and applications
- **Strategic planners** in software and hardware companies

What we provide

- **International Market Research Services** fine-tuned to the client's requirements and objectives
- **High-level one-on-one interviews** and **focus groups** conducted by experts in the field.
- **In-depth research analysis** and strategic recommendations, as well as extensive research documentation.
- **Development strategies** based on highly targeted research projects.
- Research delivery through **customized, strategic seminars and off-sites** for corporate decision makers.

www.pfeifferreport.com

E-mail: research@pfeifferreport.com

Pfeiffer
Consulting
01001011

How we work with you

Pfeiffer Consulting operates internationally through a seamless combination of **personal interventions** and **teleconferencing**. The consultant-client relationship is enhanced by the **on-line delivery of materials through a secure client-project Web site**. Every consulting assignment is defined by a detailed project outline which specifies every aspect of the task to be completed and the goals to be achieved. Please contact **research@pfeifferreport.com** for more information.

Leveraging International Market Research

Pfeiffer Consulting has the capacity **to scale and extend a research project beyond the domestic market, to encompass Europe and Asia** as well as North America if required.

Geography and language are no barriers to the execution of in-depth, qualitative research projects. Research executives at Pfeiffer Consulting regularly conduct face-to-face qualitative research covering several continents.

Additionally conference call interviews are used **to include geographically dispersed** and hard-to-reach populations and to reduce organisational expenses in international research projects.

Mastering Local Differences

No two countries are alike, and dealing with specific regional aspects of a project can be daunting. **Pfeiffer Consulting's research projects can incorporate refined analysis of local characteristics in addition to global recommendations.**

Extending the research

Based on its long-standing expertise in the technology sector, Pfeiffer Consulting can go beyond the scope of traditional market research in the scope of its analysis and recommendations. **If required by the client, we can deliver detailed recommendations to improve the software under development and contribute user interface and development consulting based on the research project.**

About Pfeiffer Consulting

Pfeiffer Consulting's mission is to provide **unique high-level market intelligence and strategic consulting** for both content and technology providers, combining a rare blend of field experience and technological vision to deliver unique information and recommendations to its customers. Pfeiffer Consulting is the publisher the **"Pfeiffer Report on Emerging Trends and Technologies"**, an online resource on trends in the technology and content industry.

Customer References

Pfeiffer Consulting's customers include both major technology providers such as **Adobe Systems, Apple Computer, Creo** and **CCI**, as well as publishers and content providers, such as **Vivendi Universal Publishing** (France), **Condé Nast** (UK) **Time Inc** (USA), **The New York Times** (USA), **EMAP** (France), **BBC Worldwide** (UK), **VNU, Bonniers** (Sweden).

About Andreas Pfeiffer

Pfeiffer Consulting was founded by Andreas Pfeiffer, expert on computer based publishing and new media since the early eighties. Mr. Pfeiffer has been a consultant and technology advisor to publishers, advertising agencies and technology providers, as well as editorial director for a major European technology magazine.

Mr. Pfeiffer's comments on technology and media have appeared in newspapers and magazines around the globe and he is a regular speaker at major international events, such as Ifra, Seybold and Publish Asia.

Paris Office

33, rue Guy Moquet • 92240 Malakoff • France
Tel: + 33-1 4965 05 74 • Fax: + 33-1 42 53 58 03

New York Office

43 West 61st Street, Suite 24R
New York, NY 10023
USA

<http://www.pfeifferreport.com>
<http://www.pfeifferconsulting.com>

Contact: research@pfeifferreport.com

Pfeiffer
Consulting
01001011