

ITSMA Professional Services and Solutions Brand Tracking Study



2010 Study Prospectus

STUDY OVERVIEW

How strong is your brand?

How are you perceived in relation to your competitors?

How are you rated on important provider attributes?

Do target executives know and understand the full breadth of your offerings?

What factors are critical to making the short list?

Since 1998, ITSMA's annual brand tracking studies on professional services and solutions have given study sponsors the data they need to:

- Objectively quantify and track their brand equity
- Improve brand strategies and tactics
- Create more effective brand differentiation against peers
- Understand changes in buying behavior for professional services

WHY SPONSOR THIS STUDY?

Top providers of professional services such as BearingPoint, Capgemini, Cognizant, CSC, Deloitte, EDS, Hitachi Consulting, Hewlett-Packard, IBM, Microsoft, Oracle, SAP, and many others have relied on ITSMA's brand tracking research to support their marketing strategies, improve their competitive position, and build stronger brands.

The multiclient approach to brand assessment works because it's cost effective and thorough. ITSMA's multiclient studies have a long-standing reputation for quality in the industry.



KEY AREAS OF FOCUS

ITSMA's 2010 Professional Services and Solutions Brand Tracking Study will provide a balanced look at measures of:

- **Brand equity.** Awareness, familiarity, preference
- **Market positioning.** Brand attribute perception and message relevance

The 2010 study will also provide new data and analysis on key areas, such as:

- **The buyers' journey.** How are buyers making decisions and what information do they need at each stage of the process?
- **Services decision influences.** When there are a number of qualified providers, what is needed to stand out? What are the triggers to switch providers?
- **Perceived areas of competitive differentiation.** Is what's different really different? Does it matter?
- **Use of social media.** How are buyers using social media and other online sources as part of the buying process?
- **Market knowledge.** Who are the leaders and followers? Are providers recognized for their services capabilities?
- **Topical issues.** Explore issues selected by the study sponsors such as:
 - Who are emerging as leaders of Cloud Computing Services?
 - Are big tent messages, e.g., Smarter Planet, gaining firms increased interest and preference?

BENEFITS OF PARTICIPATION

Study sponsors will receive the data, analysis, and recommendations they need to evaluate their existing market position, improve planning, shape buyer perceptions, and track the effectiveness of marketing programs on an ongoing basis.

Sponsors of ITSMA brand tracking studies typically use study findings to:

- **Track** brand equity year over year and benchmark against the competition
- **Understand** customer buying and decision processes
- **Target** investments to eliminate perceived weaknesses
- **Justify** marketing investment to management
- **Learn** from ITSMA experts through interactive discussions

ILLUSTRATIVE DATA FROM ITSMA'S 2008 PROFESSIONAL SERVICES AND SOLUTIONS BRAND TRACKING STUDY

STUDY SCOPE AND METHODOLOGY

ITSMA will conduct 25 qualitative and 500 quantitative interviews (by phone) with senior-level executives (director-level and above) from large enterprises with responsibility for influencing or authorizing the purchase of professional services and solutions. The interviewees will represent two major buying audience—business/functional executives and senior information technology management—in as many as eight vertical markets.

Countries

- United States (250 interviews)
- United Kingdom (100 interviews)
- France (50 interviews)
- Germany (50 interviews)
- *Plus one additional country to be selected by the study sponsors (50 interviews)*

Targeted Vertical Market Segments

- Financial services
- Manufacturing
- Communications
- Government/public sector
- Health care delivery
- Transportation
- Energy/utilities
- Retail/wholesale trade

(Final list to be determined by study sponsors)

Respondent Titles

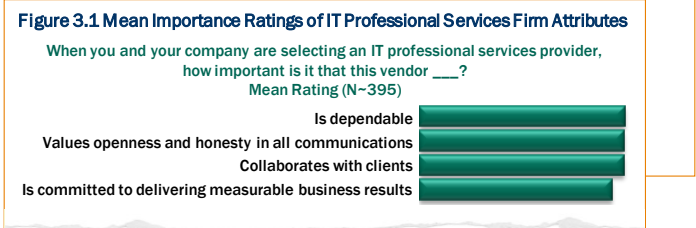
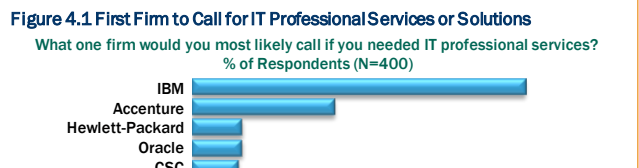
- Vice presidents and above (SVPs, EVPs, CXOs, general managers, and presidents)
- Directors/senior directors

ITSMA will screen all interviewees for their decision-making authority and their companies' annual revenue or operating budget as well as other key criteria.

To help maximize the value from the study, sponsors will work closely with ITSMA to personalize the research design and reporting.

ITSMA will provide analysis by:

- Company size
- Vertical market segment
- IT vs. business buyers
- Study sponsor client status



SPONSORSHIP OPPORTUNITIES AND DELIVERABLES

Interested companies can sponsor the study at one of two levels: Primary or Secondary.

Primary and Secondary Sponsors will receive:

- Opportunity to help shape the interview guide
- Company/organization name included in all rating sections of the interview guide
- Inclusion of several top competitors in ratings
- Early access to initial study results
- Trend data comparing study results to past study iterations (where such data is available)
- Printed and PDF versions of final report

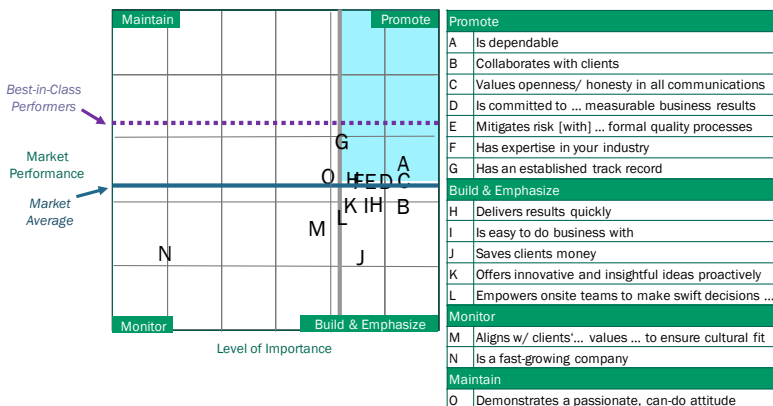
In addition, **Primary Sponsors** also receive:

- Inclusion of actual or proposed market positioning messages and/or value propositions in interview guide
- Inclusion of three private questions relevant to testing their brands (confidential)
- Customized analysis of existing clients' responses
- Customized final study with key findings, recommendations, brand equity index score, and personalized brand investment matrix
- Private Web or in-person briefing of key study findings, specific confidential results and detailed competitive comparisons (Sponsorship fees do not include any travel expenses or Web briefing fees)

Secondary Sponsors may request:

- Optional private Web or in-person briefing of key study findings, specific confidential results, and detailed competitive comparisons (*Additional briefing fee required; travel expenses not included*)

SAMPLE BRAND INVESTMENT MATRIX: WHERE SHOULD YOU INVEST?



STUDY PLAN

Phase	Task	Time Frame
1	Recruit study sponsors	Now-February 2010
2	Draft, test, and finalize survey instrument	March 2010
3	Data collection	April–May 2010
4	Data analysis	June–July 2010
5	Final reports mailed, private briefings	July–August 2010
6	Follow-up/evaluation	September 2010

Note: This timeline assumes that ITSMA will recruit enough sponsors during the recruitment phase to launch a fully-funded study.

ADDITIONAL BRAND-RELATED SERVICES

ITSMA offers a range of research and consulting services to help companies further examine, develop, or refine their brand positioning. For example:

- **360° Brand Assessments**—ITSMA's research team can explore challenges with any or all of the six critical constituencies that most influence your brand: clients, prospects, employees, channel partners, industry influencers, and investors. Research projects range from comprehensive brand assessments to quick pulse checks of specific constituencies or new or existing messaging. (http://www.itsma.com/research/prospectus/360_mk0298.htm)
- **Rapid Research**—ITSMA's Rapid Research service can be used to test brand messaging, competitive positioning, or value propositions in as little as ten days. (<http://www.itsma.com/research/rapid/default.htm>)
- **Brand Development Workshops**—ITSMA's consulting team works with your team to analyze, create, and refine brand positioning, messaging, and campaigns.

ABOUT ITSMA

ITSMA specializes in helping companies market and sell services and solutions more effectively. We work with the world's leading technology, communications, and professional services providers to generate increased demand, strengthen customer relationships, and improve brand differentiation. ITSMA annual program clients include business leaders such as BT, Cisco, Deloitte, Hewlett-Packard, IBM, Microsoft, and Tata Consultancy Services, among others. Our comprehensive research, consulting, and training on topics including ITSMA Account-Based MarketingSM, Brand Positioning, and Solutions Development provide the insight and experience companies need to improve business results. ITSMA is based near Boston, and has offices in London and Tokyo. Learn more at www.itsma.com.

CONTACT INFORMATION

For more information, please contact Julie Schwartz at +1-781-862-8500, Ext. 112, or jschwartz@itsma.com.

PROFESSIONAL SERVICES AND SOLUTIONS: 2010 BRAND TRACKING STUDY

	Member Fee	Nonmember Fee
Global Study (US, UK, France, Germany and an additional country)		
Primary Sponsor	\$55,000	\$60,000
Secondary Sponsor	\$40,000	\$45,000
Optional Web or in-person briefing for Secondary Sponsors	\$5,000	\$7,500
US-only Study		
Primary Sponsor	\$32,500	\$37,500
Secondary Sponsor	\$22,500	\$27,500
Optional Web or in-person briefing for Secondary Sponsors	\$5,000	\$7,500
Europe-only Study (UK, France, Germany and an additional country)		
Primary Sponsor	\$37,500	\$42,500
Secondary Sponsor	\$27,500	\$32,500
Optional Web or in-person briefing for Secondary Sponsors	\$5,000	\$7,500

TERMS AND CONDITIONS: PRIMARY AND SECONDARY SPONSORS

1. Fees are due and payable at commencement of the Study.
2. Sponsors that withdraw after the commencement of the Study are liable for 100% of sponsorship fees.
3. Sponsors will assign a Project Coordinator to serve as primary contact for all project communication with ITSMA.
4. Sponsors have the opportunity to provide input and suggestions to the final survey instrument. Given the nature of multiclient studies not all requests can be included. ITSMA maintains full discretion over the final production of the survey instrument.
5. ITSMA maintains all rights to data collected, excluding private questions and custom analysis. ITSMA has the right to publish, promote, and sell a public version of the final report no sooner than eight weeks after sponsors receive preliminary study data.
6. Sponsors have the right to purchase an Intranet license to allow posting of the final report on an internal company site. The license fee is \$5,000 for members and \$7,500 for nonmembers and is good for one year from the date of report publication. Contact ITSMA for more information.

ADDITIONAL TERMS AND CONDITIONS: PRIMARY SPONSORS

1. Primary Sponsors agree to review the survey instrument in a timely manner and provide up to three private survey questions. Collectively, the private questions will solicit no more than ten discrete data points.
2. ITSMA agrees to treat responses to the private questions as completely confidential, not to be disclosed to any other party.
3. Primary Sponsors will receive a final report (PDF version), customized data analysis, an electronic copy of the survey data upon request (including private questions), and a private Web or in-person briefing of key study findings (travel or Web briefing costs not included).

ADDITIONAL TERMS AND CONDITIONS: SECONDARY SPONSORS

1. Secondary Sponsor will receive a final report (PDF version) and data set upon request.
2. Secondary Sponsors have the option of receiving a private Web or onsite briefing of study findings (additional fee required).

AGREEMENT

- Yes, we agree to participate in ITSMA's **Global** Professional Services and Solutions: 2010 Brand Tracking Study.
- Yes, we agree to participate in ITSMA's **US-only** Professional Services and Solutions: 2010 Brand Tracking Study.
- Yes, we agree to participate in ITSMA's **Europe only** Professional Services and Solutions: 2010 Brand Tracking Study.

Sponsorship Category: Primary Secondary Optional briefing for Secondary Sponsors
 Intranet License **Study Fee Due \$ _____**

AUTHORIZATION

NAME TITLE
 COMPANY DEPT/DIVISION
 PHONE FAX EMAIL
 SIGNATURE DATE

PROJECT COORDINATOR

NAME TITLE
 ADDRESS CITY/STATE/ZIP
 PHONE FAX EMAIL
 SIGNATURE DATE

BILL TO

NAME/DEPT.....
 ADDRESS CITY/STATE/ZIP

PAYMENT (DUE UPON RECEIPT)

- Authorized Purchase Order (Purchase Order # _____) Check Enclosed – Payable to ITSMA in \$US (ITSMA Tax ID 04-2706960)