

## RESEARCH AGENDA

*In 2015, ITSMA plans to cover some of the following topics and more:*

- *Improving Marketing's Communication of Impact and ROI to the C-Suite*
- *Capitalizing on Marketing's New Tools and Technologies*
- *Delivering an Omnichannel Customer Experience in B2B*
- *Enabling Sales and SMEs for Deeper Customer Engagement*
- *Charting a New Course for Services in Product-Centric Companies*

ITSMA clients can take advantage of three types of research activities:

- **Client Research** provides clients with benchmarks and customer data, best practice examples, expert perspectives, and new ideas.
- **Sponsored Research** enables clients to participate in in-depth, multiclient studies on market positioning and brand at highly affordable client and non-client rates.
- **Custom Research** helps client companies dig into their unique problems and opportunities using ITSMA's extensive research expertise and capabilities.

### CLIENT RESEARCH

ITSMA clients receive an annual set of research reports and briefings on a range of critical business issues. Client research deliverables provide critical data, insight, and new ideas to improve marketing and sales performance and results.

Specific deliverables include:

- Annual benchmarking report on services marketing budgets and performance\*
- Ongoing coverage of customer buying behaviors, priorities, and perspectives
- Annual series of:
  - Best practice case studies
  - Updates on important industry trends
  - Viewpoints with industry thought leaders
  - Briefings on key research findings
  - Marketing tools
  - Commentaries

*\*Annual benchmarking reports are provided without additional fees only to clients who participate in the related studies.*

### ONLINE LIBRARY

Anyone from a client company can register to receive a password for ITSMA's online library, a unique archive (dating back to 1994) of best practice examples, trend reports, new ideas, and practical tools. Register for online access at: <http://www.itsma.com/access>.

### CUSTOM RESEARCH

ITSMA clients take advantage of ITSMA's custom research capabilities in such areas as:

- Buyer Personas
- How target buyers consume information & content
- Brand and competitive positioning assessments
- Top account relationship assessments
- Customer wants, needs, and preferences
- Messaging and value proposition testing and validation
- Customer satisfaction and loyalty
- Net Promoter Score®
- Vertical market and role-based surveys
- Services and solutions portfolio analysis
- Win/loss analysis
- Marketing skills assessments and organizational competencies

### MORE INFORMATION

Contact Julie Schwartz, Senior Vice President, Research and Thought Leadership, at +1-781-862-8500, Ext. 112 or [jschwartz@itsma.com](mailto:jschwartz@itsma.com).