

## Brand Perceptions and Priorities from the Customer Perspective



### 2008 Multiclient Study Prospectus

#### STUDY OVERVIEW

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Professional services remain core to successful technology enablement. Buyers confront difficult, risk-laden decisions every step of the way. After establishing their priorities, technology professional services and solutions buyers must evaluate firms against these priorities to make a defensible selection. This study examines how buyers perform these services provider evaluations, illuminates industry trends, and recommends actions to achieve best-in-class performance.

Since 1998, ITSMA's annual studies of how buyers perceive the leading providers of professional services and solutions have given study sponsors the data they need to:

- Validate internal assumptions
- Improve marketing strategies and tactics
- Create more effective brand differentiation
- Move their customers along the path to long-term loyalty

#### WHY USE ITSMA?

Top firms such as Accenture, BearingPoint, Capgemini, Cisco, Cognizant, CSC, Deloitte, EDS, EMC, Hitachi Consulting, Hewlett-Packard, IBM, Microsoft, Oracle, SAP, and Sun have relied on ITSMA's research to support their marketing strategies, improve their competitive position, and build stronger brands.

The multiclient approach to brand measurement works because it's cost effective, it's thorough, and it has a long-standing reputation for quality in the industry.



**KEY AREAS OF FOCUS**

ITSMA's *Professional Services and Solutions: 2008 Brand Tracking Study* will analyze the core positioning messages being used or considered by study sponsors and other industry leaders. For example, sponsors may test their credibility (as well as that of key competitors) for aligning business and technology priorities, advocating for customers, acting as trusted business advisors, and/or other market positioning attributes.

The 2008 study will also provide new data and analysis on key market indicators, such as:

- **Market knowledge.** Who are the leaders and followers? Are providers recognized for their services capabilities?
- **Provider preference.** To whom do clients turn first? How favorable are prospective clients to your brand?
- **Services decision influences.** When there are a number of qualified providers, what breaks the deadlock?
- **Perceived areas of competitive differentiation.** Is what's different really different? Does it matter?

**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:

- **Capitalize** on their understanding of customers' decision processes
- **Respond** to perceived weaknesses with targeted investments
- **Track** decision criteria in a changing market
- **Justify** marketing investment to management
- **Learn** from peers through interactive topical discussions

**STUDY SCOPE AND METHODOLOGY**

ITSMA will interview (by phone) 400 U.S.-based senior-level executives (director-level and above) with responsibility for influencing or authorizing the procurement of professional services and solutions. Respondents will represent large and mid-sized enterprises and large government organizations. The interviewees will represent two major buying audience—business/functional executives and senior information technology management—in as many as eight vertical markets.

**Targeted 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.

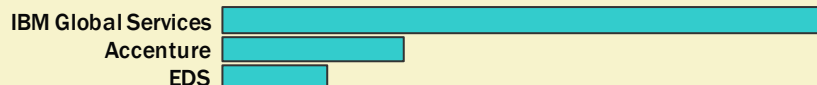
To help maximize the value from the study, sponsors will work closely with ITSMA to personalize the research design and reporting.

ITSMA will provide analysis by:

- Company size
- Vertical market segment
- IT vs. business buyers
- Buyer experience with study sponsors

**ILLUSTRATIVE DATA FROM ITSMA'S PROFESSIONAL SERVICES AND SOLUTIONS: THE SOURCING CONUNDRUM, 2007 BRAND TRACKING STUDY**

**Figure 4.2 Unaided Awareness of IT Professional Services and Solutions Firms**  
 What one firm would you most likely call if you needed IT professional services?  
 Which other firms come to mind that provide IT professional services?



**Figure 3.1 Mean Importance Ratings of IT Professional Services Firms Attributes**

When you and your company are selecting an IT professional services provider, how important is it that this vendor \_\_\_?



### 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

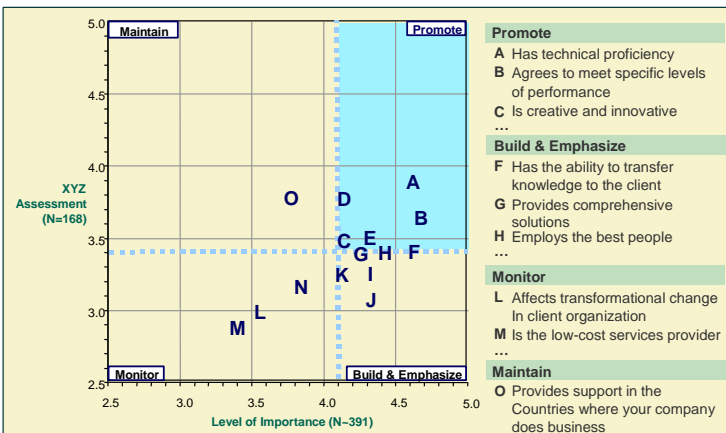
In addition, **Primary Sponsors** also receive:

- Inclusion of actual or proposed market positioning terminology in interview guide
- Inclusion of three private questions relevant to testing their brands (confidential)
- Customized analysis of existing customers
- 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 2008
2	Draft, test, and finalize survey instrument	March 2008
3	Data collection	April-May 2008
4	Data analysis	May-June 2008
5	Final reports mailed, private briefings	July-August 2008
6	Follow-up/evaluation	September 2008

**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](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. As a membership organization, 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 members include business leaders such as Accenture, BT, Cisco, Deloitte, Hewlett-Packard, IBM, Microsoft, SAP, and Tata Consultancy Services, among others. Our comprehensive research, consulting, and training on topics including ITSMA Account-Based Marketing<sup>SM</sup>, 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.

### CONTACT INFORMATION

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