

imagine

knowing
your IT
strategy
from the
human
point-of-
view



IT Success through
Market Research

We approach all issues from a business angle and then find the best solution to meet the issues at hand.

We map the touch points your business has with its key stakeholders regarding IT. We work with your team to make the case for change inside your organization and equip and motivate employees to understand your IT strategy and actually deliver on it - in a fun and engaging way.

This methodology engages your customers, your employees and our panel of experts in online, collaborative, anonymous brainstorming to generate a wide range of compelling ideas and select the statistically relevant solution based on critical preference drivers. Allows you to prioritize initiatives and allocate resources intelligently while ensuring team buy-in. It provides a disciplined way to sort through ideas to find the most feasible solutions that will yield optimal outcomes.

HOW DO WE DO THIS?

We use market research principles to determine the best approach. The method we use is the following:

- Design questionnaires to meet the requirements of the project as well as the focus group (Stakeholders) being interviewed.
- Interview Stakeholders (employees, management, vendors, and clients).
- Analyze data to determine correct path for the project. We count each response and chart the results
- Present recommendations to management utilizing charts, audio, and video.

Once the recommendations have been approved, then we will place a Business Analyst to perform specifications gathering and then the final stage is bring the talent that actually implements the recommendations. This could be a developer, trainer, accountant, server support and installer, etc.. Throughout this process you will have a project manager to manage the project as whole.

We believe this method allows the project to have a better chance of success.

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