

KRC RESEARCH

Our Insight *Your Breakthrough*

TECHNOLOGY

KRC Research has worked with all types and sizes of technology companies—from start-ups to multinationals, conducting research among business decision-makers and purchasers, IT managers, engineers, software developers, distributors and consumers.

- As a leader on security issues, **Unisys** has established the Security Leadership Institute. To build the Institute's visibility in the trade media as well as to provide a foundation for published white papers, KRC Research has conducted surveys for Unisys among both business executives and consumers.
- Like many technology companies, **Lawson Software** has multiple lines of business, serving multiple business sectors. To help Lawson define and establish a clear brand, KRC Research conducted a large-scale positioning study, helping Lawson both define its current position and set its course for the future. KRC also conducts on-site surveys at relevant technology conferences for Lawson, providing insights into specific customer segments as well as hooks for driving coverage by trade media.
- KRC regularly conducts surveys among both consumers and business decision-makers for **Microsoft**, designed to strengthen Microsoft's thought leadership and draw attention to the value of its products. Recent examples include the "High-Tech Manufacturing Supply Chain Survey 2009," co-sponsored by **Infosys**, and conducted in Germany, Japan, and the U.S., and a survey among "millennials" on their automotive information needs and habits.
- Just as the music and movie industries have struggled with unauthorized downloading of copyrighted materials, the **Entertainment Software Association** faces similar issues with electronic games. To help the association develop strategies for managing the issue, KRC Research conducted in-depth research among both serious and casual electronic gamers.
- When a **major technology provider** was attempting to expand its reach in the global healthcare market, KRC conducted research among technology procurers and decision-makers in five countries, including government officials, hospital leaders, and executives in payer organizations. The result was country-by-country insights in China, Germany, India, South Korea and the United Kingdom into how technology procurement decisions are made at the highest levels.
- In the wake of an acquisition, a **manufacturer of memory products** needed to determine whether the portfolio of consumer product brands it now owned should be maintained or consolidated—in other words, whether the new brands had distinct identities that complemented, rather than competed, with existing brands. KRC conducted a survey of technology-savvy consumers to answer this question.
- KRC has worked with several companies that market technology-based products to consumers. We have worked **Hewlett Packard** to test marketing concepts, including in-store retail display concepts. We have worked with a **major wireless provider** to test new product concepts among young people. We conducted research for **Hitachi** to help the company better understand how LCD projectors are used in classrooms and what features to emphasize in both marketing and product development.
- KRC has provided brand and positioning research for a number of technology clients. We conducted a multinational perception audit to help **Epson** evaluate its public relations worldwide. When increasing its profile in the U.S., **SK Telecom** commissioned KRC Research to conduct a thorough perception audit among key corporate audiences, including telecommunications media and analysts. Our research for **BEA Systems** has included supply chain and logistic directors, IT professionals and CIOs in eight European markets.