

## Tailored ICT Research To Meet Your Needs

### Bespoke Research

Are you looking for an experienced market research agency that really understands the IT and Telecoms business-to-business market and can add value to your research at every stage? If so, you should be talking to Rhetorik.

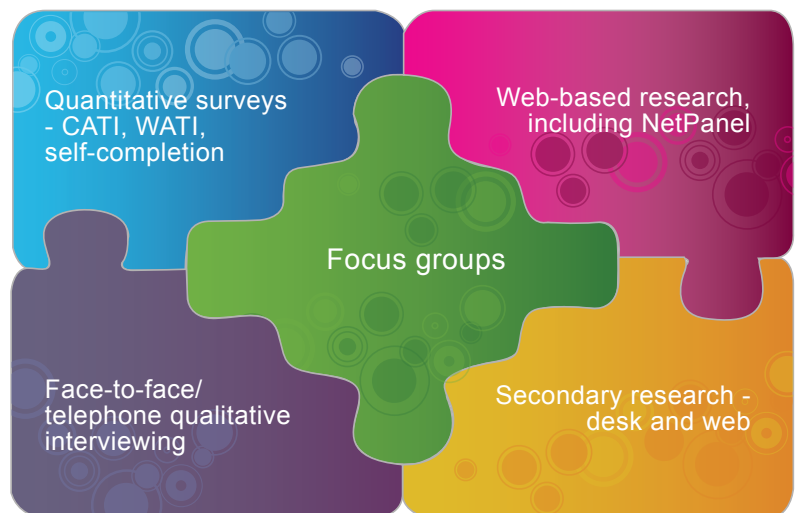
Rhetorik is a specialist market intelligence company focusing exclusively on the IT and Communications market place. Established more than 14 years ago, Rhetorik has worked with the industry's major manufacturers and suppliers, building an unparalleled reputation for market knowledge and expertise. Our research and database operations extend throughout western Europe and beyond. With a broad research capability, our in-house team has developed considerable knowledge and experience in the IT and Communications sector enabling the provision of detailed insights and added value for clients in all areas of research.

Rhetorik develops bespoke research to meet client needs using both quantitative and qualitative techniques, including telephone interviews (CATI), Web-based surveys, research panels, face-to-face depth interviews and focus groups/group discussions. Much of our research is quantitative in nature, although individual projects often involve a mix of quantitative and some qualitative elements. We employ an in-house team and because of the specialist focus on IT and Telecoms markets, the team has developed considerable experience in these sectors. The industry sector knowledge and experience allow our researchers to gather and analyse data more intelligently adding value to the process at all stages.

**"Rhetorik's research services provided comprehensive and pragmatic recommendations which we have been able to use across Europe".**

Market Research Manager , Canon Europe

#### Bespoke Research



Although able to undertake bespoke research of all types, our particular focus is on the business end-user and channel research. This type of research is especially beneficial to manufacturers and suppliers in giving real insights into their markets, competitors and customer requirements from an end-user and channel perspective. We have carried out research of this nature for many of the leading IT and Telecoms organisations across Europe.



**“The really nice thing about working with Rhetorik was their approach to working closely with the client and to a tightly controlled timeline. This was really appreciated”.**

Market Analysis Team Leader, BT Global Services

Rhetorik is a small and flexible research organisation and strives to be very responsive to client needs. In addition to its specialist focus and experience in the IT/Telecoms sector, the company has a number of capabilities that are unique in this research marketplace.

### NetFinder Research Programme

*The largest IT/Telecoms continuous end-user research programme in the UK and Europe*

Rhetorik’s NetFinder research programme analyses and tracks the use of a broad range of IT and Telecoms products and services, together with associated suppliers and brands, across in excess of 25,000 organisations of all types and sizes in the UK and Ireland. NetFinder is almost certainly the largest IT/Telecoms continuous research programme in the UK and provides Rhetorik with unique insights and understanding of these markets. Furthermore, this research is also available on a consistent basis across much of Europe, through the EMIG partnership with key market intelligence suppliers throughout the region.

The research can be used for ad-hoc analysis and trending across key technology and service markets. However, in addition to researching the technology and services base, key decision-maker contacts are identified at each site. A research-based database has been developed from this service that can be used as highly targeted business sample by Rhetorik for research projects of all types. Sample can be selected using all elements of the information held, and the detailed technical profiles can also remove the need for asking many research questions of respondents again!

*(for further details see NetFinder and EMIG brochures)*

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### NetPanel (Web-based ICT End-user Research Panel)

*A unique, highly qualified research panel of IT/Tel end-user decision-makers*

For Web-based research we have our own specialist research panel, and also work closely with trusted partners to supplement this with extensive ICT panel sample across Europe.

NetPanel is a highly qualified Web-based research panel of IT/Telecoms decision-makers personally recruited from senior contacts within the NetFinder research programme. Through this programme, we already know a lot about the contact and his/her organisation prior to recruitment, including level of responsibility and detailed use of technology and services. This ensures a high quality research sample, which is unique for panels of this nature.

The panel consists of around 1900 senior IT/Telecoms decision-makers from a sample of organisations broadly representative of the UK market. Research using the panel can be highly selective, targeting respondents by a range of criteria available through NetFinder. It is also very rapid and responsive, with field research turned around in as little as 6 working days. NetPanel is a very cost-effective tool and can be used for a wide range of applications.

*(for further details see the Rhetorik brochure on NetPanel)*

### Summary of Research Capabilities

Specialists in the IT and Telecoms market and in-depth understanding of these markets

Largest ICT continuous end-user research programme in the UK and Europe

Excellent UK and pan-European sample and research data (NetFinder)

Unique Web-based panel research capabilities (NetPanel and partner sample)

Proven research experience across a breadth of research techniques

A focus on end-user and channel research

Pan-European capability

A client base of leading IT/Telecom companies