



An Introduction to **TECH**analysis Research

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Mission Statement

TECHanalysis Research, LLC, now in its ninth year of operation, provides strategic consulting and market research services to the technology industry and professional financial community. Building on a deep understanding of critical technology and business trends in conjunction with hard-hitting, original research, the firm provides unique "out-of-the-box" perspectives that are still grounded in the practical realities of the technology, media, and telecom markets. The firm also works to find solutions to research challenges that cross multiple categories or disciplines.



Scope of Work Options and Deliverables

- Standard 1-year retainer agreement, including:
 - 1-2 major custom research reports on key consumer and enterprise topics such as:
 - Private 5G Networks
 - AI in the Enterprise
 - AR/VR
 - Remote Work
 - Autonomous Cars
 - Access to weekly TECHanalysis Research deliverables
 - Unlimited inquiry with Bob O'Donnell
 - Message Development, Strategy, and Delivery
 - Help refine strategy and messaging around key industry developments that can impact overall business opportunities
- Potential custom projects including:
 - White papers
 - Custom surveys
 - Custom podcasts
 - Webinars
 - Speaking opportunities



Research

- TECHanalysis Research offers a regular set of published deliverables, including:
 - Survey-based reports that deliver key insights into critical industry trends
 - Weekly columns and blogs across multiple publications including USA Today, Forbes, LinkedIn, Techspot, and Seeking Alpha that deliver commentary and perspective on important industry announcements, product introductions, strategies, and more



Custom Consulting

- TECHanalysis Research offers strategic consulting services to technology vendors, including:
 - Product and Marketing Strategy
 - Message Testing and Bulletproofing
 - Custom Surveys
 - Custom White Papers, Custom Blogs, and Custom Podcasts
 - Speaking Engagements and more
- Consulting can be provided on an ongoing or per project basis or any combination thereof



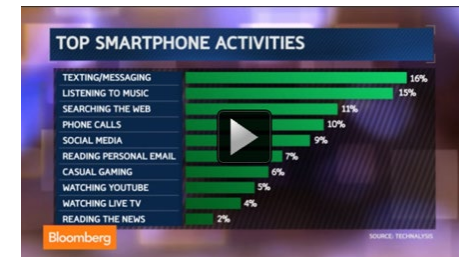
Custom Consulting Capabilities

- Custom Surveys
 - TECHanalysis Research can run large, multi-country (or single country) consumer or commercial buyer surveys
 - The firm has already completed surveys on topics such as:
 - Consumer holiday shopping in the US
 - BYOD usage with commercial IT departments in small, medium and large US companies
 - Consumer device usage in the US, UK, Germany, Brazil and China
 - Custom mobile application development for smartphones and tablets with commercial IT departments in the US
 - Device purchase and management trends with commercial IT and business buyers in the US, Germany and Brazil
 - Commercial IT and wearable trends in US health care
 - Enterprise IOT usage
 - Connected Car
 - Workplace of the Future
 - SSD Adoption in PCs across six countries
- White Papers
 - TECHanalysis Research has published numerous white papers with vendors including Microsoft, SanDisk, Fujitsu, ARM, Toshiba, Panasonic, National Instruments, Pivot3, Rambus, and Equinix
- Custom Podcasts
 - Leveraging professional radio experience, TECHanalysis Research can create and edit custom podcasts in order to provide customers with unique content that can be leveraged for social media campaigns or traditional marketing
- Focus Groups
 - TECHanalysis Research founder Bob O'Donnell has experience running focus groups in cities all around the US



Media Presence

- TECHanalysis Research receives weekly press and TV coverage in major publications and major networks around the world, including the WSJ, CNET, AP, Reuters, AFP, CNN, CNBC, Bloomberg TV, and more
- Numerous TV and radio segments each year
- Regular columnist for USA Today, Forbes, LinkedIn, Techspot, Seeking Alpha and other publications



Qualifications and Recognition

- TECHanalysis Research is very well qualified to deliver these services for numerous reasons:
 - 21+ years experience in technology market research and consulting
 - Thorough understanding of large technology firms and their needs
 - Worldwide perspective on key technology opportunities and challenges
 - Well-established research, presentation, writing and consulting skills
- TECHanalysis Research founder Bob O'Donnell has also received the following recognition
 - Best New Entrant in the 2015 Institute of Industry Analyst Relations Analyst of the Year
 - Top 10 of AR Insight's list of most influential analysts
 - 2018 IIAR Tragic Quadrant Leading Analyst Firm
 - 2019 and 2020 Top Social Media Influencer on 5G by Onalytica
 - 2016 and 2017 Top Social Media Influencer on Virtual Reality by Onalytica
 - Guest lecturer at Stanford University
 - Selected by Harvard Business Review to present a webinar on mobile trends in the enterprise



Clients



SAMSUNG

Google

IBM



amazon

arm

citrix



CLOUDERA

SONY



NVIDIA



AMD

T-Mobile

LATTICE SEMICONDUCTOR



weber shandwick



CISCO

QUALCOMM



GlobalFoundries



at&t



SIGMA DESIGNS



Harvard Business Review

SanDisk



SAMSUNG SEMICONDUCTOR

PORTER NOVELLI

TOSHIBA

Rambus



Lenovo

Panasonic

FUJITSU



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Pivot



Western Digital



EQUINIX

Contact



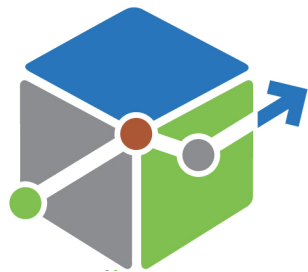
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