



An Introduction to **TECH**analysis Research

Bob O'Donnell, President and Chief Analyst



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Mission Statement

TECHanalysis Research, LLC, now in its fifth 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:
 - 3-4 major custom research reports on key consumer and enterprise topics such as:
 - AI in the Enterprise
 - AR/VR
 - Edge Computing
 - Smart Home/Smart Speakers
 - Workplace of the Future
 - 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 that deliver commentary and perspective on important industry announcements, product introductions, strategies, and more



2018 Key Research Themes

- Key research themes for 2018 are:
 - Virtual Reality and Augmented Reality
 - AI in the Enterprise
 - The Evolution of Client Devices
- TECHanalysis Research clients can also influence the topics to be covered based on individual requests



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 of the two



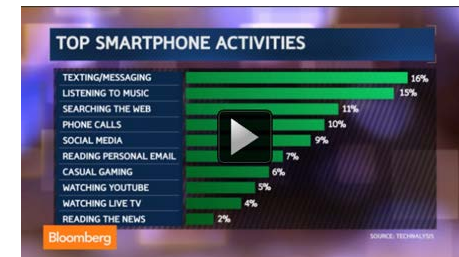
Custom Consulting Capabilities

- Custom Surveys
 - TECHanalysis Research has the ability to do large, multi-country (or single country) consumer or commercial buyer surveys
 - The firm has already completed surveys covering:
 - 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 such as 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
- Over 60 TV and radio segments in 2017, including multiple stints as guest host on “Bloomberg Technology”



Recent Press Mentions (February 2018)

- [Waymo & Uber: A Truce That Will Not Last](#) 
- [Google and Nest reunite in push to add AI to every gadget](#)
- [Chipmakers Discuss a Future After Meltdown and Spectre](#)
- [Chip Heads Gauge Silicon Roadmap](#) 
- [Apple, once again, has a bad case of the iPhone jitters](#) 
- [Apple's User Base Grows, but Analysts Probe for More Detail](#)
- [Apple challenged to show iPhone star shines](#)  
- [Apple's HomePod Set to Barge Into Hot Speaker Market](#)
- [Sigma Designs to liquidate, lay off hundreds of workers following failed merger](#) 
- [Apple launches HomePod voice speaker, taking on Google, Amazon](#) 



- [TECHanalysis' O'Donnell Says 'Big Time Growth in Smartphones Is Over'](#)




- [Intel Earnings Up Amid Chip Flaws](#)



- [Bloomberg Markets: January Jobs, iPhone Super Cycle Dead](#)



Recent Published Columns and Podcasts (February 2018)

- [The Blurring Lines for 5G](#) Tech pinions **TECHSPOT** [Linked in](#).
- [Podcast: WiFi Mesh, Qualcomm X24 Modem, Arm Trillium AI Chips, AMD Zen Desktop APUs](#)
- [The Modern State of WiFi](#) Tech pinions **TECHSPOT** [Linked in](#). Tech pinions [Seeking Alpha](#)
- [Podcast: Apple HomePod, Google-Nest Integration, Twitter And Nvidia Earnings](#) Tech pinions [Seeking Alpha](#)
- [Wearables to Benefit from Simplicity](#) Tech pinions **TECHSPOT** [Linked in](#).
- [We don't need fully self-driving cars to save lives](#) 
- [Smartphone Market Challenges Raise Major Questions](#) Tech pinions **TECHSPOT** [Linked in](#). [Seeking Alpha](#)

**Here's a complete list of [268 articles and podcasts](#) (109 unique ones--with several published on multiple sites) across seven publications in 2017.*

Qualifications and Recognition

- TECHanalysis Research is very well qualified to deliver these services for numerous reasons:
 - 19+ 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
 - 2017 and 2016 Top Social Media Influencer on the topic of 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



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