

Custom Research with Network World's Technology Opinion Panel

Connect with Decision Makers

Gain access for research purposes to 10,000+ active panelists with divergent backgrounds who are the technology professionals you want your sales efforts to reach. All panel members buy technology products.

- Immediately access highly desirable technology influencers.
- Get answers to the most challenging marketing and sales questions you face.
- Rely on turnkey research programs for survey design, programming, data collection, incentive fulfillment, analysis, and final reporting.

Use Our Expertise to Understand

- What are the benefits and challenges to implementing your specific technology?
- Which types of advertising messages and visuals are most likely to attract buyers?
- How does the marketplace view your brand?
- What product features are most valued by your target audience?
- What additional sales opportunities and market segments exist for your product?

Cost and Options

Program	Methodology	# of Completes
Tech Buzz Poll	Online 2-3 closed-end questions	250
Custom Studies	<u>Level 1</u> - Online 8-10 closed-end questions 1 open-ended question	150
	<u>Level 2</u> - Online 12-15 closed-end questions 1 open-ended question	150
Integrated Marketing Programs	<u>Phase 1</u> - Online 15-18 closed-end questions 2 open-ended questions	250
	<u>Phase 2</u> - In-depth telephone interview 30 minute discussion guide	3

Overview of Panel Members

Job Function	
IT Management (Net)	70%
Independent Consultants/VARs	11%
Other job functions	10%
Corporate Management (CEO/COO/CFO)	9%
Company Size	
1,000+ employee organizations	53%
100-999 employee organizations	28%
Less than 100 employee organizations	20%
Technology Purchase Involvement	
Determine business need	69%
Create network or IT strategy or determine the technology solution	74%
Evaluate vendors that can provide the solution	78%
Create short list of products or vendors to review	69%
Recommend or specify the brands or vendors for purchase	78%
Authorize/approve	38%

Make sure you don't miss out on this unique opportunity!

For more information contact sales@nww.com, Corporate Sales at 800-622-1108 or West Coast Sales at 415-267-4511.