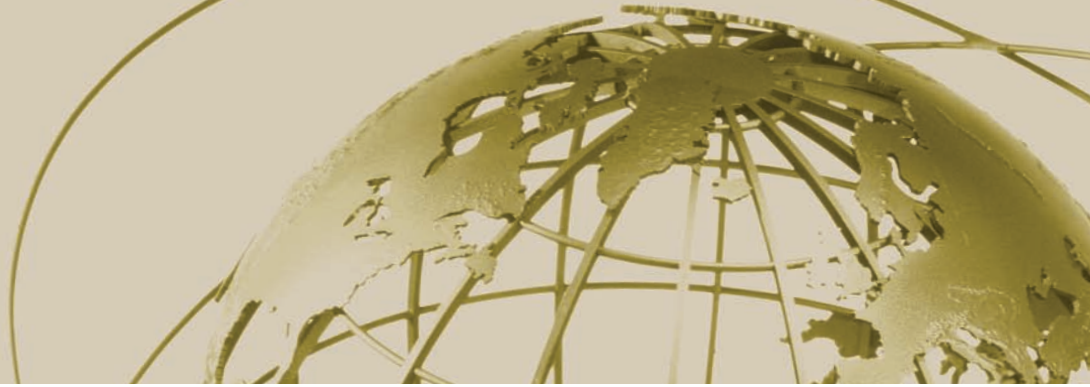




Opinion Research Corporation



Expand your markets and enhance profitability in an environment of rapidly evolving expectations and demands.

INFORMATION TECHNOLOGY & TELECOMMS

Opinion Research Corporation's Information Technology and Telecomms practice equips technology companies with the market intelligence and action-oriented strategies they need to make more effective business and marketing decisions. We provide full-service research and consulting solutions to a wide range of technology companies, including hardware, software, unified communication, internet and IT services companies. Our state-of-the-art global data collection capabilities enables us to collect data from virtually any part of the world, supporting our research initiatives among end users, general consumers, business decision makers, IT professionals, CIOs and other C-Suite level business executives from small, middle-market and enterprise-level organizations. Our data collection teams employ a wide variety of methodologies, including telephone interviewing, online, in-person and focus group discussions.

We provide actionable insights to clients using a unique blend of deep vertical expertise in technology and exceptional research methodology experience. Throughout, we strive to give our clients the critical intelligence they need to expand their markets and enhance profitability.

Issues we can help you with include:

- Market assessment—sizing/opportunity analysis
- Customer/audience understanding—segmentation
- Concept value testing
- Customer attitudes and perceptions
- Satisfaction and loyalty
- Advertising effectiveness
- Product deployment and usage

To learn more, contact ORC's Information Technology and Telecomms Practice:

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ABOUT OPINION RESEARCH CORPORATION

Founded in 1938, Opinion Research Corporation (ORC) is the market research industry's only true global boutique, with offices across the U.S., Europe and Asia Pacific region. We help clients achieve success within their markets and with their customers, employees and other stakeholders by providing fact-based, action-oriented intelligence and advice in the areas of Customer Strategies, Employee Engagement, Corporate Brand & Reputation, and Market Planning & Development.

ORC is known for its leadership in the integration of research and technology, as well as for the flexible, nimble and responsive approach we apply to the complex market research challenges facing our clients around the world. We are proud to be an official partner of CNN, the most trusted name in news, on the CNN/Opinion Research Corporation Poll®. ORC is a member of the *infoGroup* family of companies, the leading provider of business and consumer information products, database marketing services, data processing services and sales and marketing solutions.

BUSINESS ISSUES EXPERTISE

Our team of seasoned research professionals partner with you at every stage of your business' lifecycle to help you address issues such as:

- Building your brand
- Developing stronger relationships with your customers
- Understanding your customer's needs and expectations
- Delivering differentiated products and services
- Entering new markets
- Identifying new and innovative opportunities for growth
- Attracting, retaining and engaging the best employees
- Safeguarding your corporate reputation

INDUSTRY EXPERTISE

We serve clients in a diverse range of industries, with broad expertise in:

- Financial Services
- Information Technology & Telecommunications
- Healthcare
- Public Services

RESEARCH PRODUCTS AND SERVICES

Our range of specialized research products and services includes:

- The CARAVAN® suite of shared-cost, multi-client omnibus services, featuring:
 - CARAVAN® International
 - Small Business CARAVAN®
 - CARAVAN® Telephone Omnibus
 - Online CARAVAN®
 - Teen/Pre-Teen CARAVAN®
- IDetailing™—On-line product ideation
- Citimarks™—Citizen satisfaction services
- PR Plus™—"Survey in a box" to generate media coverage
- Out-of-Box Experience™—Critical product development intelligence for new tech products
- CSMPactor®—Customer satisfaction and loyalty measurement tool

For more information about Opinion Research Corporation and to download our latest publications, press releases, survey results and more, visit our website at www.opinionresearch.com or contact us via email at answers@opinionresearch.com.

