



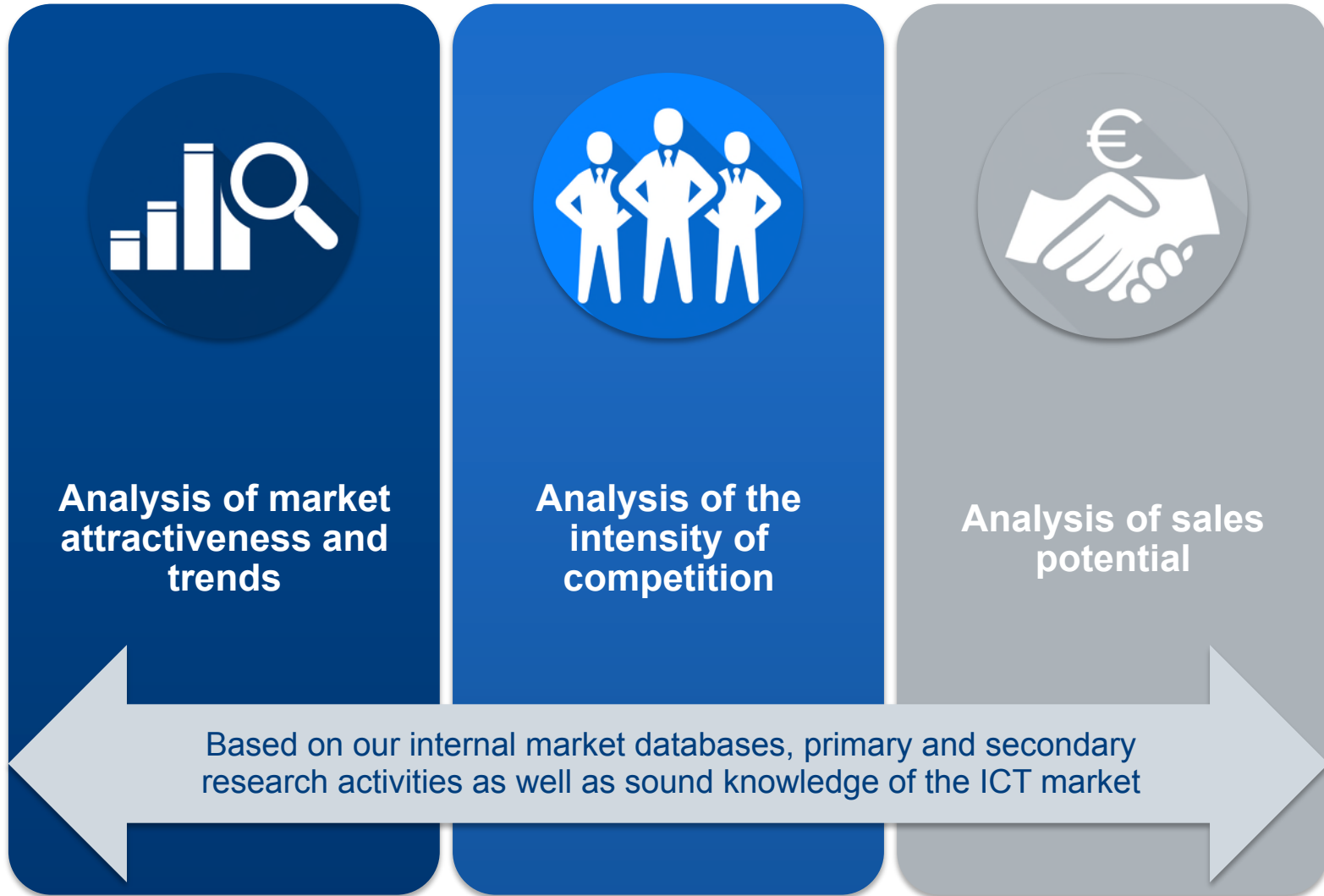
A CXP GROUP COMPANY



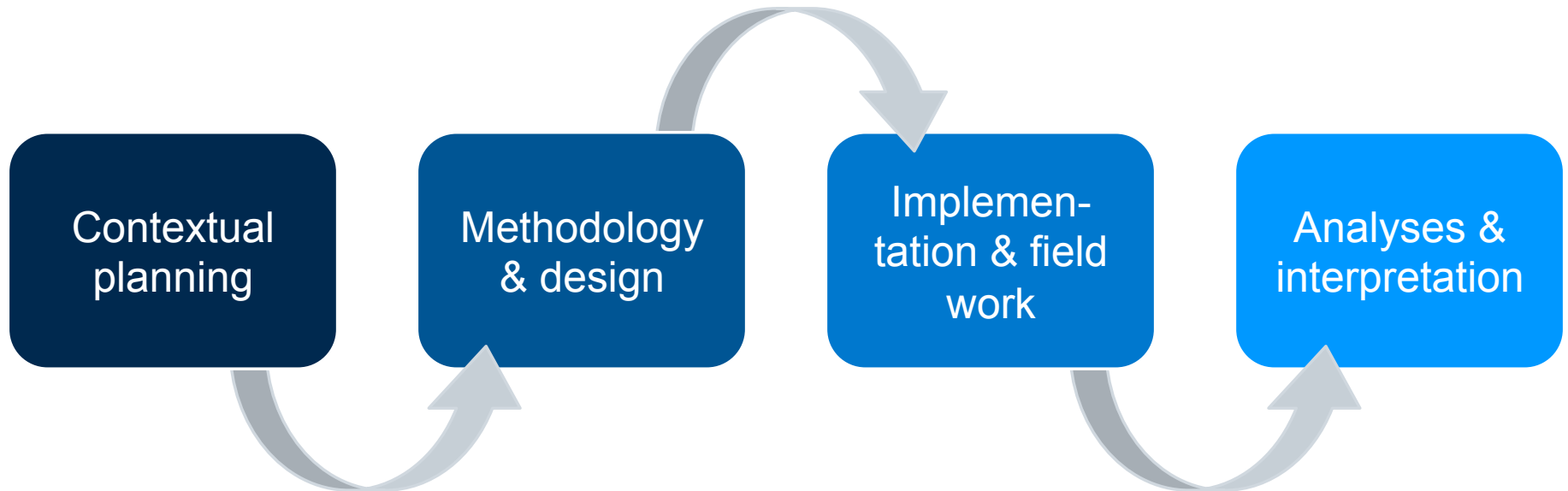
PAC's Primary Research Competencies

2016

PAC's ICT market competencies



PAC's primary research processes



1. Contextual planning

Conceptual planning by experienced market analysts with professional expertise:

- Comprehensive know-how on market developments and technology trends
 - Analysts maintain regular discussions and information exchange with market players
 - Experience from many primary research projects
- Allows qualified conceptual design of questionnaires in close coordination with the client

We are familiar with all relevant questions and speak the language of the markets

2. Methodology and design

Conceptual design by PAC's experienced statisticians with methodological expertise:

- Method of data collection (online vs. offline survey)
- Sample design (number of interviews required, company size, industry segmentation, target person etc.)
- Timing of field work
- Representativeness / weighting of data
- Survey results can be enriched by in-depth F2F expert interviews on the specific topic (usually between interested survey participants and PAC analysts)
- Close coordination processes with the client

We pursue a sound scientific methodology, taking into account the specifics of B2B surveys

3. Implementation & field work

CATI surveys in DACH (Germany, Austria, Switzerland) and France –
Field work conducted by PAC's own research subsidiary in Hamburg, Germany:

- Experienced CATI interviewers with high expertise in B2B surveys
- Specialized in surveys among IT decision makers and CEOs
- Interviews among the participants of **PAC's "CxO Research Panel"** assure very **efficient surveys and high-quality results** (→ see next page for details)
- Panel size: currently approx. 3,000 (= 2,700 in DACH & 300 in France)
- All interviews are conducted by native speakers
- Two supervisors guarantee efficient and high-quality execution of our surveys
- Surveys can be combined with or substituted by **expert interviews with PAC analysts** to get more in-depth insights in a less standardized way

You can benefit from activating our CxO Research Panel for B2B surveys

PAC's CxO Research Panel

PAC's CxO Research Panel aims at obtaining in-depth feedback from IT user companies on current IT trends, investment plans and experiences with vendors.



Participants

- Predominantly IT decision makers (Head of IT, CIO, CEO), but also business line managers (Marketing, Production, HR etc.) in DE
- Ongoing extension to companies in France
- June 2016: approx. **3,000 CIOs and other IT decision makers** available (DACH region & France)

Your benefits

- **Qualified surveys and interviews among IT decision makers**
- Surveys can be tailored to your specific needs, e.g. regarding target group and field time
- Strategic IT decisions can be made on the basis of well-founded market analyses

Assuring research quality

- Survey operation with an experienced group of interviewers
- Good relationship with the members of our CxO Research Panel
- Regular validity check of the panel
- Professional programming and management of surveys by experienced staff, using a flexible and high-quality CATI software
- Direct on-site supervision and continuous exchange between supervisor and involved PAC consultants

About PAC's B2B survey team

- Conducts around 20 IT- and business-focused surveys among IT decision-makers every year.
- Has high expertise in B2B surveys and knows about the specific IT-related topics and terms PAC covers in its research surveys.
- Our interviewers have a deep and often long-lasting relationship with the members of the PAC Panel and attempt to gain new panel members with every survey.
- The around 25 interviewers are able to conduct surveys in German, French and English language. Most of them have many years of experience in CATI-based research surveys.
- Two supervisors guarantee efficient and high-quality execution of our surveys.
- The team is located in the middle of Hamburg.

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3. Implementation & field work (cont.)

For surveys in other countries, we obtain support from selected service providers:

- Internationally active market research partners
- Experience in B2B surveys
- Well-defined processes, incl. quality checks
- PAC is single contact for the client
- Focus on CATI surveys; but also selected online surveys

We cooperate with competent survey partners

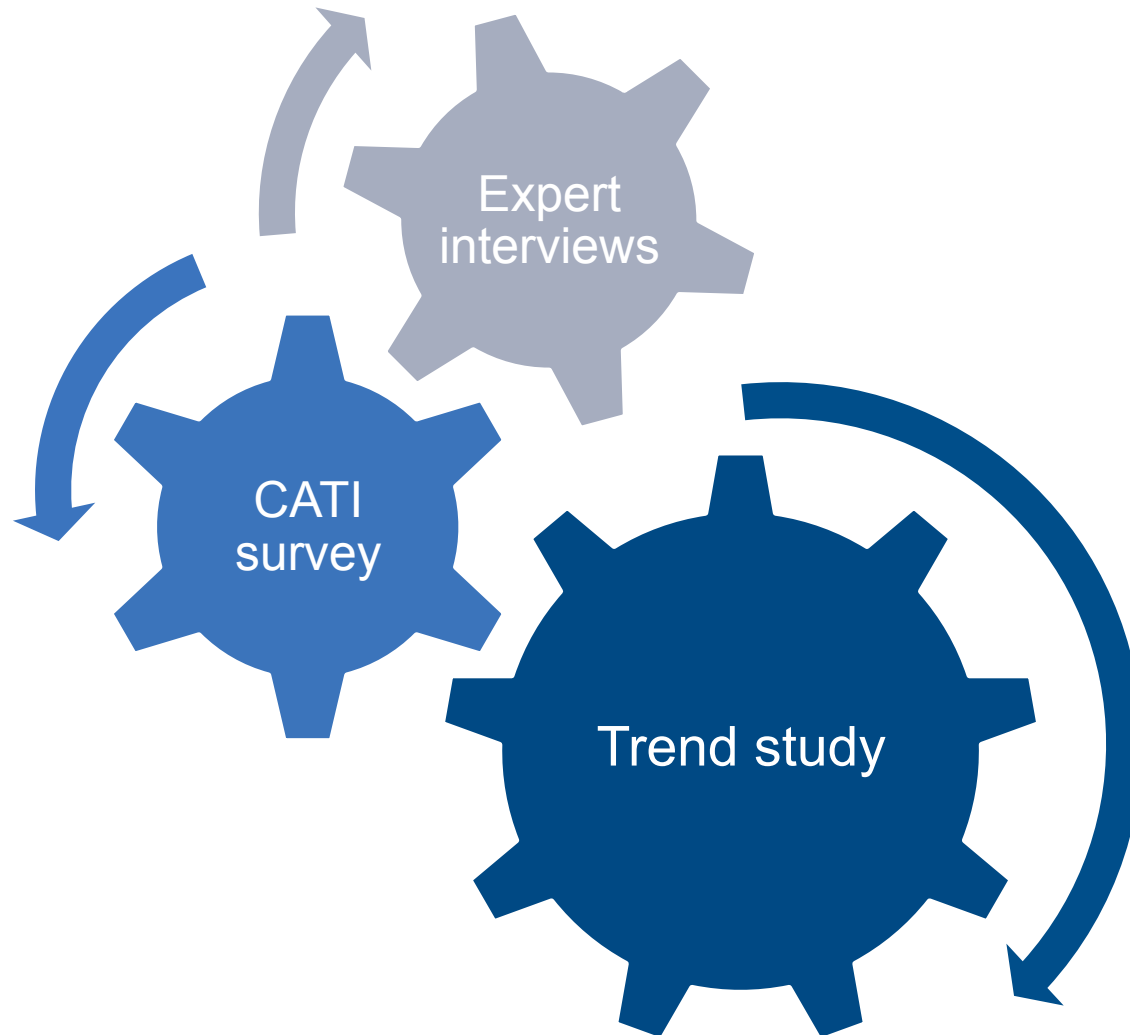
4. Analyses and interpretation

Quantitative and qualitative analyses and interpretation of survey results:

- Simple to complex statistic evaluations
- Usage of statistics tools, such as STATA
- Expressive graphics (Excel, STATA, PowerPoint)
- Interpretation of results by experienced market analysts
- Combination of economic and technical competencies
- Precise and decision-oriented analyses
- Integration of results into custom-specific strategic papers and publications

We place results into the right context

Combine the elements for your individual project!



Contact

Vision. Strategy. Results.

From strategy to execution, PAC delivers focused and objective responses to the growth challenges of information and communication technology (ICT) players.

Do not hesitate to contact us.

PAC Website

<https://www.pac-online.com>

PAC Blog

<https://www.pac-online.com/blog>

PAC's CxO Research Panel Website

<https://www.pac-online.com/cxo-research-panel>



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