

MULTI-CLIENT STUDIES 2017

Position yourself as a thought leader

Multi-client studies support end-users in their IT/digital strategy and their choice of partners. Our research analyzes the latest market and technology trends – as well as changes of ecosystems – to guide end-user organizations in their digital transformation journey. Each study is built on interactions with and a survey of 200+ senior buy-side executives across Europe. Multi-client studies are conducted in an independent and objective manner – on behalf of several stakeholders.

OUR TOPICS FOR 2017

		Coverage*	Publication* *
 <p>Analytics & data management</p>	<ul style="list-style-type: none"> • BI trend monitor 2017 	WW	Q4 2016
	<ul style="list-style-type: none"> • The art of data preparation 	WW	Q2 2017
	<ul style="list-style-type: none"> • Business as data scientist: Unattainable utopia or imminent reality? 	DACH	Q3 2017
	<ul style="list-style-type: none"> • Digital maturity of businesses 	DACH	Q1 2018
 <p>Cloud & Infrastructure services</p>	<ul style="list-style-type: none"> • Transforming your infrastructure for digital (SDDC/hyperconvergence, virtualization, etc.) 	EUR	Q2 2017
	<ul style="list-style-type: none"> • Open source: The future of infrastructure? 	EUR	Q3 2017
	<ul style="list-style-type: none"> • Hybrid cloud management (incl. orchestration) 	EUR	Q4 2017
	<ul style="list-style-type: none"> • Automation & artificial intelligence (AI). Awareness and assessment of maturity in datacenters (DC) across Europe 	EUR	Q1 2018
 <p>Cyber security</p>	<ul style="list-style-type: none"> • Innovation. Keeping one step ahead of the cyber challenge: Cognitive security/AI, blockchain, advanced biometrics & threat intelligence 	EUR	Q2 2017
	<ul style="list-style-type: none"> • Compliance: GDPR/NIS – How prepared are businesses across Europe? (incl. insuring the cyber risk) 	EUR	Q3 2017
	<ul style="list-style-type: none"> • Cybersecurity today: Best practices across Europe 	EUR	Q4 2017
	<ul style="list-style-type: none"> • Blockchain: From ID management to customer identity management 	EUR	Q1 2018
 <p>Digital Enterprise & IoT</p>	<ul style="list-style-type: none"> • Customer experience in utilities - From behind the curve to digital innovation 	EUR	Q2 2017
	<ul style="list-style-type: none"> • Digital transformation of transport and logistics with IoT 	EUR	Q3 2017
	<ul style="list-style-type: none"> • Digital workplace and virtual collaboration 	DE	Q3 2017
	<ul style="list-style-type: none"> • Smart retail & CPG 	EUR	Q4 2017
	<ul style="list-style-type: none"> • IoT for predictive maintenance: What are European companies planning to do? 	EUR	Q1 2018
 <p>Enterprise Applications & services</p>	<ul style="list-style-type: none"> • Digital transformation for a sustainable circular economy 	EUR	Q2 2017
	<ul style="list-style-type: none"> • Getting ready to migrate your ERP to the cloud (S/4HANA, Microsoft, Oracle cloud, NetSuite, Workday etc.) 	EUR	Q3 2017
	<ul style="list-style-type: none"> • Digital disintermediation and customer insights into the new platform business model 	EUR	Q4 2017
	<ul style="list-style-type: none"> • The power of AI: Customer expectations for the next generation of business applications 	EUR	Q1 2018

*Local versions of these research papers may be produced upon request
 **Provisional planning only. Publication dates may vary

YOUR OBJECTIVES



Enhance your leadership and brand awareness

- Position yourself as a relevant service provider, software vendor and opinion leader in a specific area.
- Leverage compelling research findings that are gathered independently to enhance your brand.
- Develop a thought leader status with customers and media.



Strengthen your sales support & marketing tools

- Stand out in your discussions by engaging with your clients and prospects using exclusive and independent content.
- Put a foot in the door and reach out to business stakeholders with carefully selected digital transformation topics.
- Benefit from the multi-client model whilst communicating with customized deliverables: Executive summary and full study are customized with the sponsor's logo and profile – exclusively available for download on your website.



Improve your knowledge of a market sector

- Leverage the latest market data and expert views for the development of your strategy.
- Share exclusive and detailed results with your contacts; sponsors also have the option to include individual questions in the study.
- Make informed decisions for your investment plans and technology roadmaps.

OUR DELIVERABLES



Thought leadership

A concise and compelling research document to support your marketing strategy.



Infographics

Key figures and visuals to be communicated to the press and circulated on social media.



Detailed analysis

All the key findings of the survey analyzed by our experts.



Speaker engagement

Presentation of the survey by our expert during one of your events or webinars.

Your contact

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