



Research In Action Exciting Research Agenda For 2021

By Eveline Oehrlich, Research Director Research In Action.

The choice for analyst and market research work is huge. We at Research In Action offer a broad spectrum of products and as seasoned analysts bring extensive experience across a variety of topics. Our clients are mainly vendors, service providers and consulting companies and our work has indirect influence on automation technology decision makers. Last year alone, we have evaluated over 400 vendors resulting in over 30 research reports being read by our large customer base of over 150,000 IT Automation and 100,000 Marketing Automation budget holders.

Research In Action combines primary research and market surveys with the experience of analysts to provide its unique Vendor Selection Matrix™ competitive vendor evaluation methodology across many topics in Marketing and IT Automation. Topics covered span topics which are essential towards the automation of key areas within the business functions of marketing and IT. We are excited to announce our new research agenda and are looking forward to working with you and your teams on these exciting topics. The following will give you a preview of the research plan <http://researchinaction.de/wp-content/uploads/Research-Agenda-2021.pdf>.

Research in Action Vendor Selection Matrix™ reports are unique: [The Vendor Selection Matrix™](#) is a primarily survey-based methodology for vendor evaluation where 62.5 % of the evaluation is based on a survey of enterprise IT or business decision makers and 37.5 % on the analyst's opinion. The analyst's input is fed by a combination of intensive interviews with software or services vendors and their clients, plus their informed, independent point-of-view as an analyst.

We have expanded our portfolio with additional independent research and consulting products including [Real Rol, Market Trends and Market Potentials](#) studies. We are happy to assist your lead generation or marketing activities with presentations in both German and English language. [Contact us](#) for more details on new products or our 2021 research plan.

Always enjoy life to the fullest!

Eveline Oehrlich