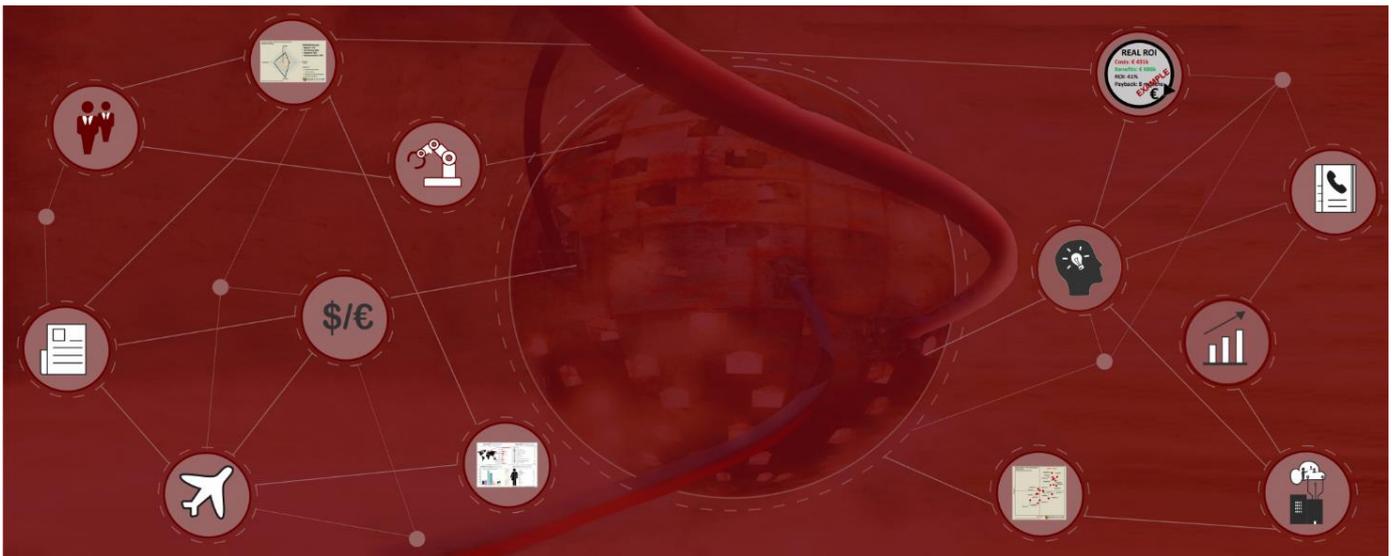




Research Bulletin – Fall 2020

Welcome to our update on active and planned output from Research in Action, in which we share our research methodologies including examples of how they can be used in your market research and content marketing activities.

Please visit our new [website](#) for additional details.



Return on Investment - Real RoI Calculations

The ability to both predict and demonstrate true value from a technology investment is the No. 1 selection criterion for any project today. The major challenge that product and solution providers face is scepticism from business buyers about data published by these solution providers with vested interests in selling their technologies or services. Our Real RoI Calculations projects are different as they:

- Connect RoI calculations specific to the product or service and their value propositions stated by the solution provider.
- Include a minimum of 30 survey results taken from actual customer implementations or projects.

Bottom line: This methodology provides a Real RoI Calculation with actual customer data as the base to eliminate scepticism.

See more details here: [Real RoI Calculations.](#)



The Vendor Selection Matrix™ Reports

When organizations look for solution providers to create a shortlist, they need vendor comparisons. The Vendor Selection Matrix™ reports evaluate and describe the top players in a specific market from the viewpoint of those who use the solutions and that of the analyst. The reports include:

- Global and German vendors perceived as the top vendors, selected by the customer community through surveys.
- Evaluations based on 62.5% customer input and 37.5% analyst input.
- An agile evaluation project to give time back to analyst relations, product and marketing teams at the evaluated vendors.
- Reprints, webinars, and other deliverables available immediately after project completion in multiple languages upon payment of a fee.
- Financing possible across multiple quarters to support continuous budgeting.

Thank you for your feedback about our [unique methodology](#). We are currently working on further improving the look and feel of our reports. Do not hesitate to contact us with additional ideas. We are proud to share that we have granted over 50 report reprint licenses in 2020. Thank you for your support in spreading the word on the power of our methodology.

Survey Sponsorship

Our market research must be objective and provide reliable data. Nevertheless, we need sponsors for our surveys to shoulder the significant costs involved without compromising our objectivity. For those [survey sponsors](#), “private” questions are embedded in the survey questionnaire so that each sponsor is able to obtain specific data to the open questions that matter the most to their marketing plans or supporting material for white papers.

Focus Area – Marketing Automation

Over the last 12 month we published 10 Vendor Selection Matrix™ reports on various marketing process-automation topics, Digital Marketing Service Providers, Marketing Lead Management, Web Experience Management amongst others. See this full [library of marketing automation reports](#). Still coming in 2020 are Marketing Resource, Digital Asset, Customer Data and Digital Experience Management. See the [research agenda](#) for the second half of 2020.



Focus Area – IT Automation

On the topic of IT automation, we published seven Vendor Selection Matrix™ reports over the last 12 months with topics such as IT and Enterprise Service Management, Value Stream Management and Robotics Process Automation. See this [full library of IT automation reports](#). The [research agenda](#) for the rest of 2020 will feature the topics of AI Chatbot Platforms, Technology Cost and Resource Optimization, Artificial Intelligence in IT Operations, Continuous Management Giants and Digital IT Transformation.

Market Trends Research

We are also deploying our survey resources for [custom research projects](#) which in most cases result in white papers for the client or for internal strategy validation purposes. Here are two examples of these papers which vary in depth and style according to the needs of the client. One is a [short report](#), while the [other is an extensive](#) and detailed report.

Thank you for collaborating and working with us and thank you for your business. We will continue to provide a differentiated style of research and our renowned industry expertise. We plan to update you again in the new year.

Dr. Thomas Mendel

Eveline Oehrlich

Peter O'Neill

Research In Action GmbH is a leading independent information and communications technology research and consulting company. The company provides both forward-looking as well as practical advice to enterprise as well as vendor clients.

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