



Research In Action Research Planning For The Second Half of 2020

Germany – June 29th 2020: The economic crisis is driving the need for timely and current outside in research delivered by Research In Action.

Every year, Research In Action surveys 10,000+ enterprise IT and business decision makers in order to gain insights on strategy, investments and ongoing challenges of technology innovation in the IT and Marketing Automation realm. These surveys give us access to a wealth of direct and unfiltered feedback from the buyers. It also helps us to understand how buying decisions are made in today's business environment.

Research In Action delivers four methodologies which cover the life cycle of any technology product or service:

1. **Global surveys to understand market trends and to feed our research:** Research In Action provides high-quality survey data for technology hard-, software/SaaS and services vendors. We only interview decision makers with budget responsibility, not technicians or individual contributors. We have true global reach. All major countries in North America and Europe are covered with exceptional coverage of the Asia Pacific market place particularly China, Japan, Thailand and Australia (See <http://researchinaction.de/wp-content/uploads/Survey-Intro.pdf>).
2. **Market Potential Assessments to understand investment opportunities:** From our survey results, we also gain a good understanding of market sizes and growth. This is one key dimension of the Research In Action (Technology) Market Potential Assessment methodology. The other three dimensions used in our methodology are: (a) Technology, (b) Adoption and (c) Implementation (See <http://researchinaction.de/wp-content/uploads/MPA-Intro.pdf>).
3. **Return on Investment models to understand the benefits, costs and risks of project plans:** The Research In Action Real ROI Calculations takes an approach of statistical validity. Every Real ROI Calculations project we do is specific to the product or service in question. We use a minimum of 30 survey results taken from actual customer implementations or projects (See <http://researchinaction.de/wp-content/uploads/R2OI-Intro.pdf>).
4. **Vendor comparisons to assist companies in their buying decision making:** 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 (See <http://researchinaction.de/wp-content/uploads/VSM-Intro.pdf>). After almost ten years of stability, we have recently taken the opportunity to



update our evaluation criteria to reflect changes in companies' buying behavior (See <http://researchinaction.de/blog/vendor-selection-matrix-updated-evaluation-criteria>).

In addition to these four methodologies, we focus on two primary research areas:

- 1. IT Automation:** Our updated research plan for the second half of 2020 can be found here: <http://researchinaction.de/wp-content/uploads/Research-In-Action-Research-Plan-IT-Automation-2020.pdf>.
- 2. Marketing Automation:** Our updated research plan for the second half of 2020 can be found here: <http://researchinaction.de/wp-content/uploads/Research-Plan-Marketing-Automation-2020.pdf>.

About Research In Action:

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.

Press Contact:

Research In Action GmbH

Dr. Thomas Mendel

Managing Director

Alte Schule

56244 Hartenfels

Germany

Telephone: +49 16099492223

E-Mail: tmendel@researchinaction.de

Internet : www.researchinaction.de