



Using Research In Action's Survey Data for strategy validation and trends analysis

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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.

Furthermore, our survey data get put to good use for strategy validation and trends analysis. Here are three examples:

1. **3D printing: Hype or game changer:** <http://researchinaction.de/wp-content/uploads/ey-3d-printing-game-changer.pdf>.
2. **Artificial Intelligence in Europe 2020 - While companies face similar challenges, they take different routes to solving them:**
<http://researchinaction.de/wp-content/uploads/RIA-Survey-Sweden-final-2020.pdf>.
3. **The Artificial Intelligence report in German language covering the German-speaking countries:** http://researchinaction.de/wp-content/uploads/interxion_RIA-Studie-KI_DE_final.pdf.

To Infinity... and Beyond!

Thomas Mendel