

# PORTER RESEARCH

Revealing game-changing intelligence. Creating go-to-market strategies that build larger than life brands. Achieving results for 30 years.

Porter Research works with growth-minded companies to develop & execute market research programs and create strategies using market intelligence uncovered. Porter services support evidence-based decisions and planning in key areas:



## STRATEGIC PLANNING

Drive business growth with visibility into your market, competition and clients.



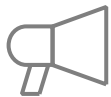
## GO-TO-MARKET

Segment, position & launch solutions where the greatest opportunity exists. Identify & prioritize your target audiences. Create & test messaging.



## PRODUCT STRATEGY

Make profitable product & development investments. Prioritize new features and solutions based on market demand.



## BRAND DEVELOPMENT

Measure & increase brand awareness. Support rebranding efforts with data & market feedback. Understand customer experience.



## COMPETITIVE ANALYSIS

Gain visibility into your competitors' strengths & weaknesses to effectively position your brand & solutions.



## SALES STRATEGY

Arm your sales team with information to build credibility & drive revenue. Conduct win-loss analysis to improve sales process & message.



**EXPERIENCE.** We've been doing this for 30 years, worked with over 300 IT companies, & complete 1000's of interviews each year.



**INSIGHTS.** The right methodology is key. We use smart, innovative tools to reveal game-changing information.



**ACTION.** We don't just deliver data. We apply insights to deliver actionable strategies that drive revenue & build brands.