



**Silicon Valley Research Group Inc.**

Capabilities Brief:  
**Enterprise Research**

*A Marketing Sciences Company<sup>®</sup>*

[www.siliconvalleyrg.com](http://www.siliconvalleyrg.com)

**Contact Information:**

*The Silicon Valley Research Group  
95 South Market St., Suite 300  
San Jose, CA 95113  
(408) 920-0361  
[info@siliconvalleyrg.com](mailto:info@siliconvalleyrg.com)*



*About The Silicon Valley Research Group:*

*Silicon Valley Research Group is the premier marketing research and strategy development firm for technology products and services. Our specialization areas include nationwide and international (Europe, Asia/Pacific and China) research for clients in Enterprise Computing, Computer Hardware and Software, Communications, Wireless, Semiconductor, and Consumer Electronics and Software.*

*Our Science of Technology Marketing® based programs combine powerful and innovative online and offline qualitative and quantitative methodologies for: New Product Testing and Development, Market Segmentation and Analysis, Vertical Segmentation and Market Development, Competitor Intelligence, Application Profiling, Usage Scenario Development, Customer Acquisition and Retention Strategies, Brand Equity Testing, Channel Development, Sales Objection Mapping, Win/Loss Analysis, Business Model Validation, Value Proposition Testing and Technology Roadmap Development.*



Silicon Valley Research Group Inc. (SVRG) has developed significant capabilities and domain expertise in in-depth research for technology products and services aimed at the large enterprise. The critical success factor in eliciting meaningful input from this segment is our ability to reach and debrief high-level Executive decision makers. These decision makers exert significant influence on which products and services are adopted and deployed across the enterprise and have a unique vantage point on the needs of the enterprise, its subsidiaries and global locations.

SVRG's approach to this audience is to realize that traditional telemarketing methods do not yield the best results in recruiting and holding discussions with these audiences. High-level decision makers are contacted and recruited based on initial discussions and rigorous screening by our analyst team. All of our analysts have technology backgrounds and are capable of engaging the respondent in discussions around technology areas including architecture, deployment, vendor evaluation and selection. This sets the stage for the ensuing interview – the executive decision maker realizes that the research interview will be a meaningful discussion conducted by somebody with deep expertise and knowledge in the subject area on behalf of our client.

SVRG has also developed well-tuned processes to disseminate intelligence from projects to clients in real time. A portal is created for every client engagement. On-going real time information is posted on the portal throughout the project cycle. This method of collaborating interactively with our clients is in alignment with the speed with which they our clients need to execute. SVRG's approach to analysis is one that focuses on strategic insights and recommendations on the data, enabling our clients to understand what is most actionable and easily incorporate customer requirements and preferences into their marketing strategies and decisions.



SVRG has conducted thousands of in-depth interviews with Executive decision makers within Fortune 1000 and Global 1000 accounts in topic areas ranging from infrastructure products, network security, document management, collaboration, desktops software and hardware, specialized line of business (LOB) applications and project management among others. We have also been successful at eliciting customer technology deployment roadmaps – infrastructure topologies, e-business architectures, IT/business unit influence maps and other valuable decision maps on behalf of our Enterprise Computing clients. Our Enterprise Research process has enabled our clients to make well-founded decisions around product positioning and go-to-market strategies and has enabled them to effectively incorporate the voice of the customer into their strategic decision making.

For more information on how our Enterprise Research capabilities can work for you please contact us at [info@siliconvalleyrg.com](mailto:info@siliconvalleyrg.com) or (408) 920-0361.

### *Our Core Values*

*We believe, above all, in total commitment to our clients, their projects and the delivery of superior, timely output on every project we undertake.*

*We hold the highest regard for all individuals who contribute to our vision and recognize that our most valuable asset is the intellect, imagination, hard work and dedication of our people.*

*We are committed to constantly improving and innovating our processes and methodologies. Every client project is an opportunity to surpass ourselves.*

*We are thankful for the opportunity to demonstrate our talents and abilities and make such a vital contribution to the businesses we engage with.*

*"Silicon Valley Research Group conducted a thorough and complete analysis of our distribution channel lead management process and identified many areas of improvement. The folks at Silicon Valley Research Group were very committed to this process and learned a lot about our complex business in order to be able to add significant value to our project. Their report-out and recommendations were spot on. We will definitely use them again in the future."*

*Channel Marketing Manager  
Microsoft Corporation*

*"The Silicon Valley Research Group surprised and impressed us with their in-depth knowledge of our (PLD) business. As a result, their strategic analysis was both insightful and actionable. With any other firm in the country we would have spent an inordinate amount of time bringing them up to speed."*

*Robert Sandler  
IP Product Marketing  
Altera, San Jose, CA*

*"Bringing Silicon Valley Research Group in when we did, helped us to hone in on the correct messaging and target market for our product. All the recommendations that they made were incorporated."*