



“The art of progress is to preserve order amid change and to preserve change amid order.”

Alfred North Whitehead



The Art of Progress Amid Change

Change is constant in today's hyper-competitive business environment. Managing it requires exploring untapped opportunities, and measuring the success of your actions.

Well conceived and skillfully executed marketing research leads to better decisions, more satisfied customers, and greater profitability. For more than twenty years iResearch has provided national and global clients with customized, market-driven decision support services. iResearch has helped numerous private and public sector clients to clarify ambiguities, close knowledge gaps, and more effectively navigate a changing competitive marketplace



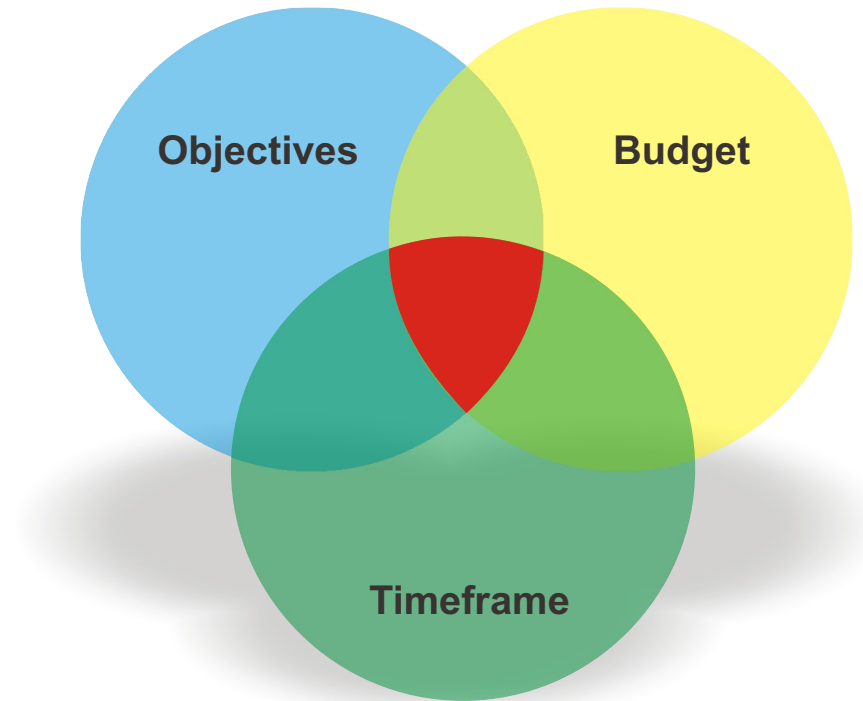
Finding the “Sweet Spot”

Each client has unique objectives, budgetary considerations, and timing requirements. Market researchers use a variety of methods and techniques with distinctive advantages and disadvantages.

iResearch believes that the key to successful collaboration is finding the “sweet spot” where clients achieve their goals within their desired timeframe and budget.

We begin by working with you to refine your research objectives. Next, we assess the appropriateness of various methods. Finally, we recommend the best methods given your objectives, budget, and time frame.

This unique expertise distinguishes iResearch from other marketing research firms who specialize in a specific methodology or type of research. You’ll benefit from a strategic partnership from planning through analysis.



Sweet Spot

The point at which clients achieve their goals within their desired timeframe by leveraging their budget to its fullest potential.

Our Toolbox

Since 1987, iResearch has offered time-proven qualitative and quantitative techniques to a variety of consumer and business to business research applications. Among others, those techniques have included:

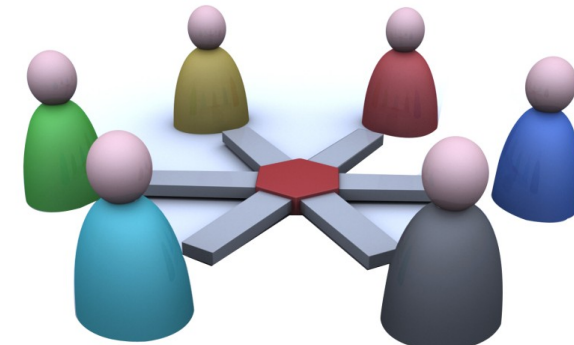
Online Focus Groups

Traditional (in-person)

Online (web-based, national and international)

Live online chats and bulletin boards

In-Depth Interviews (one on one, consumer, executive, medical)



Surveys

Telephone

Mobile phone

Direct mail

In-person

Online (web-based, national and international)

What We Do

Our scope of work typically includes a situational assessment; development of research objectives; database management and manipulation; research strategy; survey design; vendor acquisition and management; project and fieldwork management; data manipulation and tabulation; content analysis and categorization; focus group moderation; statistical analyses; report preparation; development of recommendations; and presentation of findings.



These Might be Applied To

- Market Share Analyses
- Market Segmentation Studies
- Employee, Patient, Reader, and Member Surveys
- Ad Awareness and Concept Testing Studies
- Customer Satisfaction Surveys
- Market Profiling
- Retail Intercept Studies
- Product Positioning Studies
- Brand and Image Assessments
- Awareness, Attitude, and Behavior Tracking Studies
- Product Development Research
- Customer Loyalty and Relationship Management Studies



Emerging Technologies

Since the early 1990s, iResearch has become a leader in the use of online surveys, focus groups, and other web-based techniques. It has provided online solutions to some of the nation's largest research companies, including Millward-Brown Interactive, Beta Research, Lieberman Research Worldwide, and Maritz Marketing Research.

At the same time, clients appreciate that iResearch remains steadfastly “methodology neutral” and committed to recommending and providing the best combination of traditional and online research services.



Why iResearch

We work from the top down

One of our founding principals will be directly involved in every phase of your work, not just At the beginning and the end.

“Depth” adds Value

Our core in-house support professionals range from HTML programmers to doctorate-level analysts. This “Dream Team” ensures a broad methodological perspective, state of the art techniques, and improved fiscal management.

Experience Counts

The combined professional experience of our three principals exceeds sixty years. This is a team that has designed and managed hundreds of marketing research studies on the client and the supplier side.

Expertise Makes a Difference

Our progressive and innovative management team includes a nationally renowned Ph.D., An MBA with an affinity and reputation for technological innovation, and a quantitative specialist with twenty-five years of hands-on experience.

It’s All About Communication

We listen, we clarify, we understand. We work with clients to establish expectations and accountability measures, to encourage timely and effective communication, and to assess and consider all stakeholders’ interests.

Our Reputation Is Strong

For over two decades, clients have turned to iResearch for help in making informed decisions. Our clients know that iResearch gets the results they need — quickly, accurately, and affordably.



Select Client List

- Abbott Corporation
- Allfirst Bank
- AT&T
- Cellular One
- Century 21
- Chevrolet
- Conexant
- Constellation Energy
- Domino's Pizza
- Fidelity Investments
- GE Lighting
- General Motors
- Glaxo-Wellcome
- Johns Hopkins University
- Marriott Corporation
- McCormick & Company Merck
- MCI
- Microsoft
- People Magazine
- Proctor & Gamble
- Progressive Insurance
- Range Rover
- Showtime Television
- State Farm Sun Microsystems
- T. Rowe Price
- The American Red Cross
- The Baltimore Ravens
- The Discovery Channel
- The Environmental Protection Agency
- The National Aquarium in Baltimore
- The United Way
- Toyota
- United Airlines
- Verizon
- VISA
- Volvo



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