Introduction

Atrium Research, a full service scientific informatics market research organization, offers as a service to its clients customized Market Segment Reports (MSRs). An MSR helps clients understand market requirements, user needs, user perceptions, competitive profiles, and trends in selected segments. These reports are used for strategic planning, resource allocation, tactical marketing, and investment decisions. Segments are analyzed for informatics opportunities, barriers, and business profiles. Markets can include end user markets such as pharma discovery, pharma development, forensics, and food/beverage as well as application specific markets such as LIMS, cheminformatics, or electronic laboratory notebooks.

MSR Content

A comprehensive MSR is delivered by Atrium Research for each contracted market segment. An MSR can contain the following information:

Qualitative Analysis

- Overview of the segment
- Business problems and opportunities
- Data management problems and opportunities
- High level operational workflows
- High level product requirements
- Analysis of business drivers
- Analysis of business restraints / threats
- Analysis of budget/buying processes and buying behavior
- User investment criteria
- Projected business trends
- Competitive investigation – profiles, key attributes, strengths/weaknesses
- Marketing communications - key events, publications read

Quantitative Analysis

- Forecasted segment size and growth rates
- Survey results on client needs / perceptions
- Estimated segment market shares for suppliers

Methodology

Atrium Research employs a multiple step process to learn the voice of the customer. It is an iterative process, based primarily on face-to-face and phone interviews. Follow-up electronic surveys to a much larger audience may be done to develop additional quantitative information. However, in many instances these broad surveys are not warranted.

The first step in our methodology is the **Planning** phase. To insure high quality results from data collection, it is important to have detailed plans before conducting interviews.

First, the agreed goals and objectives of the study need to be determined. For example, are we to delve into a specific functional area for deriving product features, or are we to gather broad requirements from the market? How deep do we go in the research and analysis? What are our agreed parameters? How qualitative or quantitative do we want to be? In many cases, this takes one to two meetings for agreement.
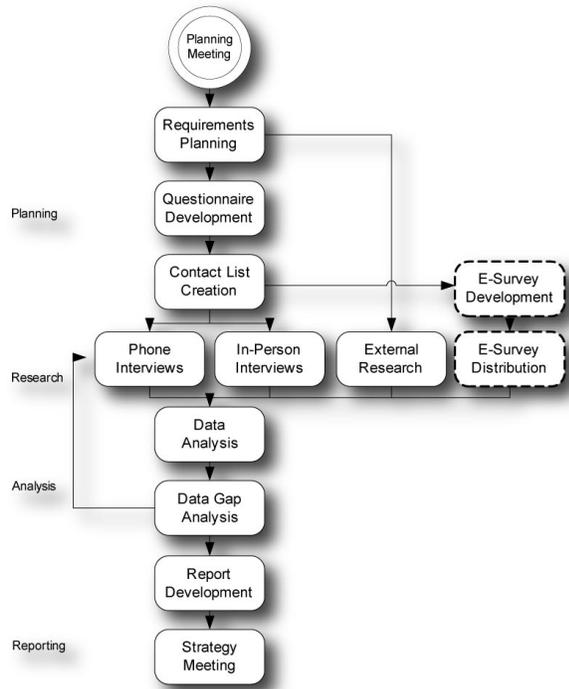
After agreement on the project scope and objectives, a questionnaire is developed as a template for the interview process. This can be very formal with closed ended questions, or be very informal with open-ended probes. This is an iterative process between Atrium Research and the client to insure that there is agreement on the information to be obtained. There will be a formal client signoff on the questionnaire.

There must also be agreement on the level and responsibility of organizational contacts. A well-developed database of personnel meeting that meets the agreed criteria must be developed. Depending on the quality of the contacts, outside resources may be employed to gather additional names or lists may be rented.

The second phase of the process is the **Research** stage. This is the stage where data is gathered from a number of different sources for analysis.

Phone interviews will be scheduled with key contacts identified during the Planning phase. Atrium Research will conduct these interviews which will take approximately 30-60 minutes.

In-Person interviews are also required to "walk" the operation and to gather input from several individuals at one client location. If the relationship with an account is strong, these might be done in concert with the local client.

Atrium Research Marketing Study Process

highlighting the agreed upon deliverables and analyzed data. A summary presentation of the results will also be made in MS PowerPoint format for a strategy meeting to be held between Atrium Research and the client to discuss the results of the work completed.

Time Frame

The actual person day time is dependent on:

- Agreed scope of the research and analysis
- Number of interviews
- Scheduling interviews and visits
- Scheduling time with client personnel
- Quality of existing client contact database
- Number of survey responses

The MSR will be delivered in electronic format. Supporting data such as spreadsheets, images, survey results, web links, and other information will also be provided. Depending on the total size of the content, the information will be delivered via e-mail or CD ROM. The overall project time is dependent on the segment to be analyzed, the number of interviews, and survey results.

External research augments the direct conversations with the end user customers. This could be reading research studies and other published works, gathering content from web sites, reading industry association information, trade events, etc.

On occasion, it is warranted to gather a broader perspective of a market. Electronic surveys are used to gather input from more than 50 people. For qualitative analysis, these are not generally required. However, if it is desired by the client to develop a broader analysis, these can be developed for an additional cost.

After information is successfully collected from the various sources, the **Analysis** phase begins. During this period, data is reviewed, analyzed and categorized. It is common that during this process gaps are discovered or new questions are raised. At this point, some of the original survey contacts may be re-contacted for additional questions or new contacts will be interviewed.

Once the data analysis is complete, the summary report will be created in the **Reporting** phase. A document will be developed in MS Word format

About Atrium Research

Atrium Research is a scientific market research and consulting practice which provides the insight companies require to cultivate successful informatics strategies and solutions. Our mission is to help improve the productivity of client organizations through technology adoption and process optimization. We provide packaged and customized market research reports, growth consulting, strategy development, vendor analysis, process re-engineering, and training services.