A global consulting firm offering thought leadership and research tools increases accuracy and efficiency with custom software development

THE COMPANY

This world-renowned marketing research and analysis firm assist clients in achieving their goals. Their research tool performs market research that will guide clients toward transformational growth strategies by focusing on innovation opportunities driven by disruptive technologies, mega-trends, emerging markets, and new business models.

THE CHALLENGE:

Our client needed our help to provide innovation and develop an automated tool that would capture and prioritize pursuits for industry studies. The application will guide users in a standardized approach to market research to capture and synthesize the data into a single output document. The output data will serve as a business case that can be presented to senior executives for funding decisions. The client didn't have experience or an internal development team that could create an application like this.

THE SOLUTION:

Clear Measure developed an automated version of their toolkit to provide more accuracy and efficiency. The client is first in their industry to provide such a solution for marketing research and analysis. The tool enables companies to conduct their own market research internally on an infinite number of research topics. The application will also allow our client to market their tool to their industry and other companies.

THE BENEFITS:

- The client now offers a Software as a Service that captures the toolkit's process and allows information to be bundled, saved, and collated.
- The software incorporates the functionality of the existing tools with sophisticated user experience and adds devices to the process where there are gaps.
- The tool has data inputs that drive the decision trees.
- The client can add features, make changes to adjust to market changes.
- End users can save their search process and quickly pick up where they left off.