

# Hansa IT Evaluator

Technology firms are looking constantly for ways to differentiate their offerings based on performance. One pain point for many IT suppliers is assessing the actual operational and implementation costs of using a technology product. Moreover, IT product and software vendors expect a realistic assessment of how using their company's business technology will benefit their customers' business. So if your firm is looking to develop differentiated messaging and positioning to contrast your product's costs of implementation versus your competitors, Hansa's IT Evaluator can help.

The Hansa IT Evaluator has a specialized focus on documenting how the adoption and use of business technology impacts IT and data center operations. We use a consistent, ITIL-based framework to categorize and measure the time associated with various staff activities and then analyze the differences between your customers and those of competitors. The key advantage of our customized, data-driven approach is that the analysis and insights are determined by objective assessments of real world customer experiences, not laboratory investigations or expert opinions.

Our reliable research methods provide an in-depth understanding of how business technology is used and performs in the real world. The data and analyses are critical for making decisions related to marketplace positioning and future product/service enhancement or development.

Hansa has a proven track record of working with clients to objectively measure the effectiveness and costs of software implementations. Hansa's hybrid approach leverages both qualitative and quantitative techniques to rigorously measure the operational and labor support costs of using your company's products compared to competitors' offerings. Our approach drills down into the how's and why's that are often missing from more traditional TCO-like analyses. Hansa's approach combines rigor, detail, and richness to provide clients with the understanding and insights necessary to make critical business decisions.



Hansa's data-based operational and labor cost assessment provides the following tangible benefits:

- 1 **Clear documentation of IT process activities associated with your product.** Our hands-on, senior level staff collaborates directly with you and your staff to systematically establish a customized set of objective criteria that will be used to measure operational support costs and product performance. This step involves a process-level assessment of work-related activities associated with using your product or service.
- 2 **Concrete picture of operational and support costs.** Using established research protocols, our staff then interviews customers and non-customers using both qualitative and quantitative techniques to quantify operational support costs and product performance against the established

criteria. By measuring the labor hours associated with each of the process-level activities, Hansa is able to analyze and present findings in dollar terms.

- 3 **Competitive costs profile.** Hansa analyzes the time, cost, and performance data to identify gaps relative to your key competitors and by key market segments.
- 4 **Competitive strengths and weaknesses.** Based on objective criteria, our team works with you and your team to identify and

prioritize your company's product strengths and weakness relative to key competitor offerings as well as identify opportunities for future product enhancement and development. In addition, Hansa identifies the barriers and enablers associated with using your product or service that can fundamentally impact your customer's experience using your business technology.

*Hansa provides a full range of qualitative and quantitative research services. Our experienced research and consulting team, including PhD-level statisticians, uses innovative, data-driven methodologies tailored to our clients' research needs.*

*We pride ourselves on our ability to truly understand the voice of the customer and translate that voice into winning strategies for brand development, marketing communications, customer relationship enhancement, and product/service innovation.*

**HANSA**  **GCR**

Hansa GCR is a full-service market research and consulting firm. Looking through the lens of the customer experience and applying psychological principles of human motivation, it offers best-in-class research in areas relating to Customer Relationship Equity, Brand Solutions, Market Assessment, Green and Sustainability, and Product/Service Innovation. Hansa GCR is part of R K SWAMY HANSA, an emerging global group with 1,100+ professionals offering Creative Communication, Market Research, Data Analytics, Brand Consulting, Interactive and Healthcare Communication Services.

For further information about Hansa GCR, please visit us on the Web at [www.hansagcr.com](http://www.hansagcr.com), contact us via email at [customresearch@hansagcr.com](mailto:customresearch@hansagcr.com), or call us at +1 503.241.8036.