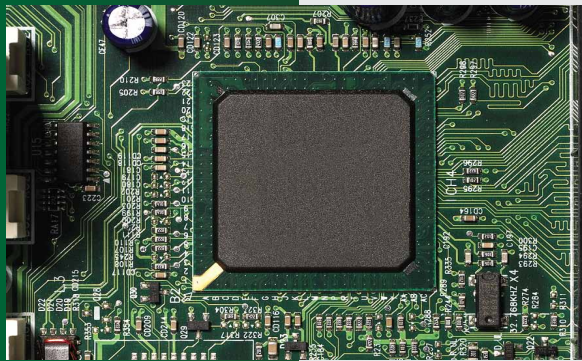# TECHNOLOGY & TELECOM

Hansa excels at providing custom research solutions to major suppliers of technology and telecommunications products and services. Our extensive industry background within both business and consumer sectors drives innovative approaches to our clients' most critical questions.

We are experts at partnering with firms to explore existing customer dynamics in order to define and strengthen the customer experience. Within this framework, we employ an array of qualitative and quantitative methodologies to help our technology industry clients launch products, validate business initiatives, test naming and positioning strategies, and develop brand strategies.

Hansa's work in the technology and telecommunications space is broad and diverse. We take pride in our depth of knowledge in this area, and have helped organizations ranging from start-ups to multinational corporations with innovative custom solutions.

Hansa projects in Business Technology & Telecommunications have addressed the following:

- Microprocessors and semiconductors
- Security hardware and software solutions
- Desktop and laptop computers
- Imaging and printing devices
- Industry-specific software, including SaaS
- SOA (Service Oriented Architecture)
- Mobile communication and handheld devices
- Green computing
- Web 2.0: Blogs, wikis and podcasts
- Network infrastructure
- Server deployment and virtualization
- Disaster recovery and business continuity
- IT professional services
- Telecommunications
  - Infrastructure software
  - Business phone user wants and needs
  - End user software applications

In addition, recent work in Consumer Technology & Telecom has focused on the following:

- Social networking
- Gaming, online and console
- Lifestyles and technology use
- Consumer mobile devices
- Home-based offices and home office technology
- Personal computing, storage and related peripherals
- Personal software
- Telecom advertising and brand health
- Digital entertainment technology
- Digital cameras and image sharing
- Digital home systems
- Home networking use of live media in mobile technology
- **Green TECHpulse® -** an annual study to benchmark Green technology purchasing

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 and Product/Service Innovation.

For further information about Hansa GCR, please visit us on the Web at www.hansagcr.com, contact us via email at customresearch@hansagcr.com, or call us at +1 503.241.8036.