

TECHNOLOGY RESEARCH EXPERIENCE

Surge Research implements and executes extensive qualitative and quantitative market research solutions for the technology sector. In this relentlessly evolving industry, innovation fuels success. Global consumer and B2B companies rely on market research and analysis to expose competitive advantages and capitalize on opportunities as they occur.

The Surge Research Technology Team designs custom research solutions that guide technology companies as they develop, improve and market their products and services. Our team has broad experience across a wide spectrum of consumer and B2B categories, having partnered with clients in digital advertising, consumer electronics and devices, consumer Web, e-commerce, enterprise IT, games, video and entertainment, wireless, outsourcing, security, software and telecommunications.

We provide access to tech-savvy consumers and professionals allowing companies to gauge perceptions, preferences, attitudes and trends on a variety of issues, including: Internet privacy, social media, network security, software purchasing, online shopping, video gaming, product launches, online media consumption, smartphone usage, cloud computing, cleantech and much more.

SURGE RESEARCH TECHNOLOGY EXPERTISE

- ❖ The **only research firm** integrating accomplished researchers with experienced senior-level marketing communications professionals who previously worked at Edelman, Fleishman Hillard, Porter Novelli, Ketchum, and Ruder Finn.
- ❖ **Global Technology market expertise** allows us access to specific audiences including IT executives, Web developers, software engineers, computer programmers, smartphone users, gamers, and more.
- ❖ Personalized attention throughout **the entire research process** including brainstorming and methodology development to data analysis, our professionals are with you **every step of the way**.
- ❖ **Rapid response** to all qualitative and quantitative research requests.

WHAT WE DO

- ❖ **The Surge Omnibus** – Flexible and fast, our Omnibus survey is a proven tool that provides timely market insights on topics, products and trends based upon a sample of more than 1,000 adults ages 18 – 65.
- ❖ **Customized Surveys** – We can target any professional technology audience and consumer population to gauge their insights and identify trends and we ensure the findings will generate headlines.
- ❖ **Creative Techniques** – Sometimes methodology alone creates attention. We develop ideas using real-life simulations, interactive studies and shadow methodology that generates attention.

SURGE RESEARCH, INC.

TECHNOLOGY RESEARCH EXPERTISE

- ◆ *BioTech* ◆ *CleanTech* ◆ *Cloud Computing* ◆ *Consumer Electronics/Devices* ◆
- ◆ *Consumer Web* ◆ *Digital Advertising* ◆ *eCommerce* ◆ *Emerging Media* ◆
- ◆ *Enterprise IT* ◆ *Mobile/Wireless* ◆ *Network Security* ◆ *Online Entertainment* ◆
- ◆ *Personal Computing* ◆ *Privacy* ◆ *Semiconductor* ◆ *Software* ◆ *Video Games* ◆

TECHNOLOGY SURVEYS & RESEARCH

- ◆ *Advertising Testing* ◆ *Product/Service Launches & Upgrades* ◆ *Focus Groups* ◆
- ◆ *National Media Campaigns* ◆ *Local Media Tours* ◆ *Social Media* ◆ *News Bureau* ◆
- ◆ *Thought Leadership* ◆ *Crisis & Issues* ◆ *Measurement* ◆ *Campaign Extension* ◆
- ◆ *Competitive Intelligence* ◆ *Customer/Employee Satisfaction* ◆ *Tradeshows* ◆