



Futuresource Consulting is a specialist research and knowledge-based consulting company with a strong heritage stretching back to the 1980s. Its insight and global market coverage are based on informed regional expertise, ensuring you are fully supported in your research, analysis, strategic planning and decision making.

Futuresource provides its clients with global expertise in:

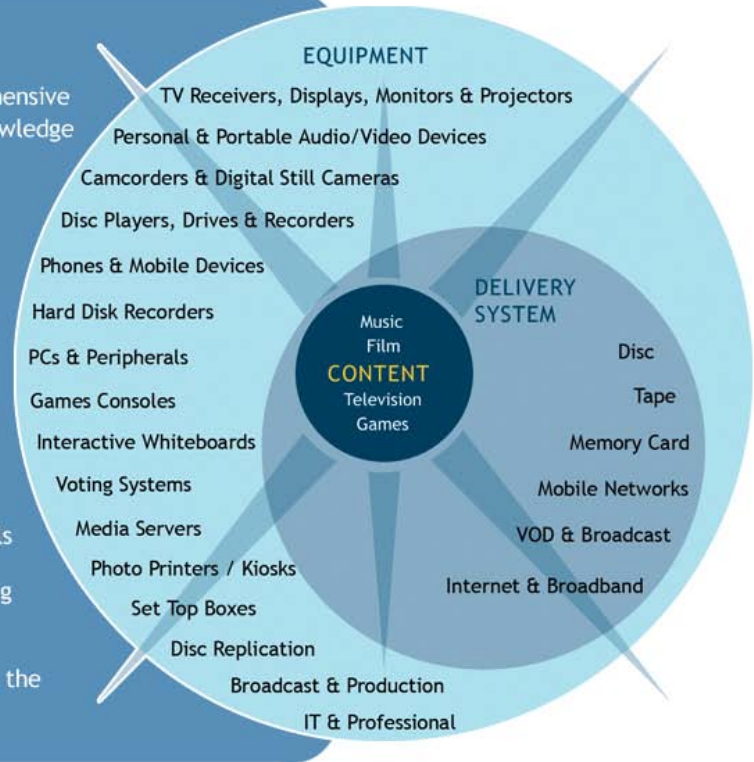
- Consumer Electronics
- Digital Imaging
- Entertainment Media
- Broadcast
- Optical Manufacturing
- Storage Media
- IT & Professional

Combining strong methodologies and unsurpassed data refinement with in-depth market knowledge and experienced forecasting, Futuresource ensures your business has access to the information and insights that will help you deliver the best possible results.

The Experts in Research & Knowledge-Based Consulting

## THE FUTURESOURCE ADVANTAGE

- ▶ Full service end-to-end provider with comprehensive research capabilities and in-depth market knowledge
- ▶ Global market coverage based on informed local expertise
- ▶ More than 20 years' heritage in delivering timely insight and solutions
- ▶ A unique knowledge-based approach spanning the entire value chain
- ▶ Powerful and versatile methodologies and leading-edge research techniques
- ▶ State of the art data delivery and analysis tools
- ▶ Unrivalled client list maintained through strong client-centric service approach
- ▶ Headquartered in the UK, with local offices in the USA and Japan



## Future Outlook Services

### Continuous Monitoring and Forecasting Services

A suite of subscription-based continuous industry tracking and forecasting services complemented by informed strategic insights and independent business assessments. Comprising of solid and easily accessible up-to-the-minute data and market forecasts, regular strategic bulletins and open access to the research and consultancy team for additional information and insights, these services are tailored for each of the markets that Futuresource Consulting serves.

### Customised Tracking Services

Recognising that some clients are best served by mixing and matching elements of different subscription services and want to track specific business elements on an exclusive basis, we are able to customise monitoring and forecasting services to meet individual subscriber needs.

### Confidential Strategy Consulting

More in depth analysis and tailored consulting solutions are available to address particular strategic issues and form an integral part of the Futuresource Consulting business model, including:

- Investment Appraisal
- Market Entry Strategies
- New Business Opportunities
- Competitive Strategies

# Source Data Services

## Weekly Price Tracking

Internet-based system that provides clients with consistent pricing information across a massive sample base, with data presented in an easily accessible format, analysed and presented within minutes.

## Monthly/Quarterly Sell-in Data

Based on manufacturers' detailed sales in data, thoroughly cross checked and segmented according to client needs, these services offer accurate, fast and timely information in a very cost effective manner. Regional and worldwide coverage is available.

## Market Intelligence Data Management

The Analyzer, Futuresource Consulting's exclusive and widely used data manipulation and presentation engine, overcomes the shortfalls of relational databases and ensures near instantaneous analysis. The Analyzer:

- Can be used with any data source, and integrates with your existing system infrastructure
- Provides unrivalled access to multi-source information
- Enables automatic updating of any data-linked slide or chart, saving you many hours of time

## Channels Research

Regular sales channels research, ranging from large annual surveys to monthly reseller panels, based on large sample frames across a consistent sample, on a worldwide basis. Includes latest news, promotional activity reports and targeted questions such as brand ratings, views on future products, and strategic focus.

## End User Research

Utilising established research methodologies combined with a unique and exclusive approach to on time consumer research, these projects cover a wide range of issues including product usage, technology understanding, future demand aspirations and purchase plans and general consumer knowledge.

## Bespoke Research Assignments

Bespoke research assignments form an integral part of the Futuresource Consulting business model, and include:

- Market Quantification
- Creative Customer Segmentation
- Customer Satisfaction Tracking
- Benchmarking and Competitor Analysis
- Universe Studies and penetration analysis
- Concept Testing, product development, pre-sales strategy

## Get in touch

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