

A new force in research and knowledge-based consulting

Understanding & Solutions and Decision Tree Consulting (DTC) have merged to form Futuresource Consulting, a major new research and knowledge-based consulting company operating within the global markets of entertainment media, consumer and professional electronics, broadcasting, digital imaging, storage media and IT.

With the creation of Futuresource Consulting, the complementary services and value systems of Understanding & Solutions and DTC have come together to form a complete end to end service provider to support you in your research, analysis, strategic planning and decision making processes. Combining strong methodologies and unsurpassed data gathering and refinement expertise, with in-depth market knowledge and experienced forecasting skills we ensure your business has access to the information and insight that will help you deliver the best possible results.

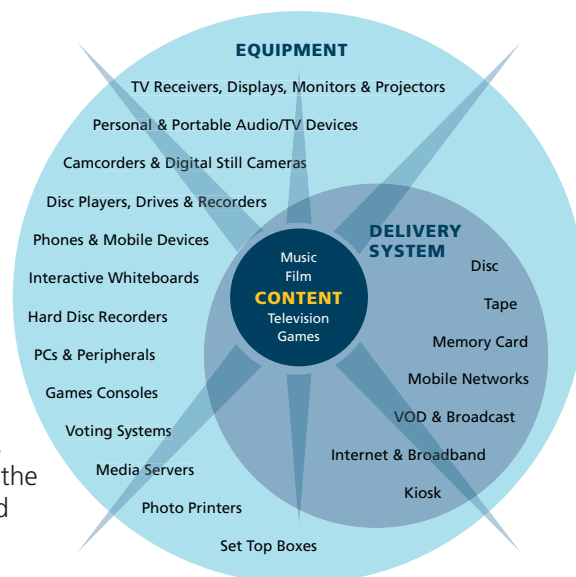
Our Focus

Services provided

- ▶ Knowledge-Based Analysis & Forecasts
- ▶ Confidential Strategy Studies
- ▶ In-Depth Market Appraisal
- ▶ Market Intelligence & Data Management
- ▶ Continuous Monitoring & Tracking
- ▶ Business to Business Surveys
- ▶ Consumer Research
- ▶ Channel/Distributor Feedback
- ▶ Customised Research & Consulting Programmes

With its holistic approach, Futuresource Consulting is in a unique position to fully assess market metrics, competition and technological developments across the entire value chain, ensuring unparalleled insights and accurate future-proof reporting.

Sectors covered



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

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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

Making Contact

For more information or to find out how we can help develop your business, just get in touch:

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