

Technology & Business Insight

In-depth market analysis on the state of IT and digital disruption

451 Research's Technology & Business Insight service provides a strategic view of the dynamics impacting today's companies and the technologies powering the digital economy.

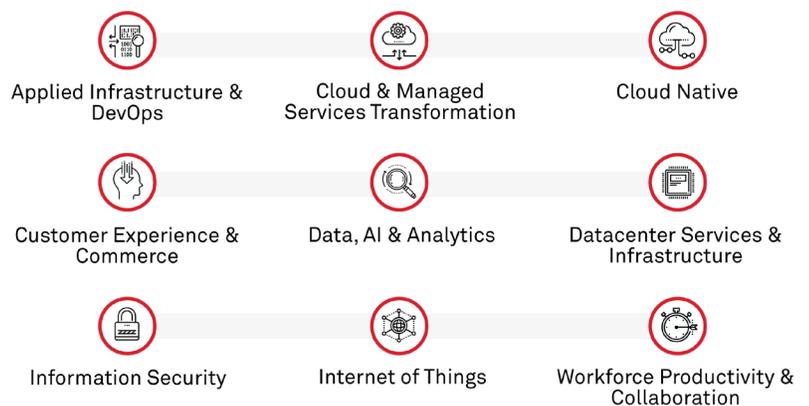
Designed to complement our Market Insight service, these longer-form reports are written by our global team of industry experts to provide an informed take on what matters most to clients. Our research draws on our market data, analysis of customer adoption, early visibility into technology innovation, and deep understanding of new market dynamics.



Research channels offer unique lens on innovation and disruption

Our reports are published into research channels that each provide a lens on issues and market dynamics most directly relevant to players in that ecosystem. Our research topics are supported by investment, market sizing and customer adoption data, giving our clients an informed perspective on what matters most to them.

Topic areas covered



451 Research

S&P Global
Market Intelligence

Technology & Business Insights Service Components

Technology & Business Insight reports are authored by our strong analyst team, from a variety of disciplines and areas of expertise. These thorough but concise strategic analyses focus on innovation materializing within and among our coverage areas.

REPORT TYPES



Market Forecast

Analyzes the factors that affect market growth, supported by proprietary market data from Market Monitor, our market sizing, forecasting and segmenting service.



Customer Voice

Examines customer needs and requirements that have been identified and highlighted in our Voice of the Customer end user survey-based research and data



Thought Leadership

Provides insight into a new or emerging market, technology or trend; proposes a new idea; or begins an industry conversation building on insights and data from our proprietary research.



Market Map

Defines the competitive landscape within a specific market using a 451 Research Market Map™ graphic, and includes company profiles and positioning.



Preview

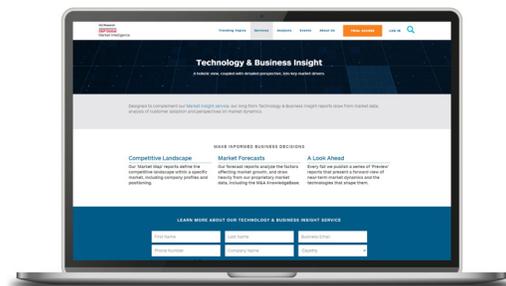
Presents our forward view of near-term market dynamics and the technologies that will shape them in the coming year.

Subscription service includes online access to your research via our industry-leading, interactive research portal, which provides:

- A powerful user interface and search engine designed to help clients easily browse, search and discover relevant research and other content
- Quick, easy access to speak with authors directly from online reports
- Alerts about relevant research or quarterly data releases
- Ability to follow analysts and the reports they publish
- Online tools to help clients easily excerpt, download and share our research

Every Technology & Business Insight subscription also comes with:

- Access to all 451 Research analysts, webinars and industry events
- Ability to leverage 451 Research's analysis and data for internal and external marketing support



451 Research uniquely covers all phases of innovation, from investment to innovation to adoption. Through a variety of research techniques – including face-to-face briefings, end user surveys, forecast modeling, revenue tracking, in-depth interviews and acquisition tracking – 451 Research provides compelling and comprehensive coverage of IT innovation.

To learn more about subscription packages, contact your account manager or 451sales451@spglobal.com.

© 2022 S&P Global Market Intelligence. All rights reserved.

To learn more, visit www.spglobal.com/451-research.



Our research and data products provide the right mix of quantitative and qualitative insight to impact your critical business decisions.