



Industry Survey Program

Experienced, in-depth research on ICT innovations and the transformations they create

www.acgcc.com

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■ Our Vision

We research the technologies powering a cloud-native, fully connected world: virtual + physical compute, virtual + physical networking, SDN, NFV, analytics, orchestration + automation in mobile/wireless, wired, SD-WAN, MEC, IoT, routing, switching, optical, cable + hyper-scale environments

We deliver the skills, insights, services and materials to help our clients master their own transformations.

We deliver these outcomes in person, at industry forums, in online content, published materials, in collaboration with our clients, and via independent research.

Our Research Service

- **Original survey work in one of four contexts**
 - As a part of syndicated research
 - As a standalone item to sell 'off the shelf', on its own
 - As a custom analysis in support of a client advisory engagement
 - As a specialized survey to support a custom project
- **Fundamentals of how we execute various parts would not change materially between these options**
 - We confirm the relevance + the value of the topic up front
 - We either have the client engagement solidified, or have the prospective clients for the analysis already identified + motivated
 - We craft the questions precisely
 - We construct any online portion thoughtfully, effectively
 - We create the live, voice-based interview scripts equally thoughtfully, effectively
 - We run the survey outreach + data gathering cycles according to a well-understood schedule



Our Research Service

- The analyst/s engaged in the work with the survey team remain well-informed, connected + engaged to provide guidance + feedback to the process throughout
- The analyst/s engaged oversee + either independently or collaboratively implement the resulting output (report, presentation, briefing, webinar, etc.) to conclude the project
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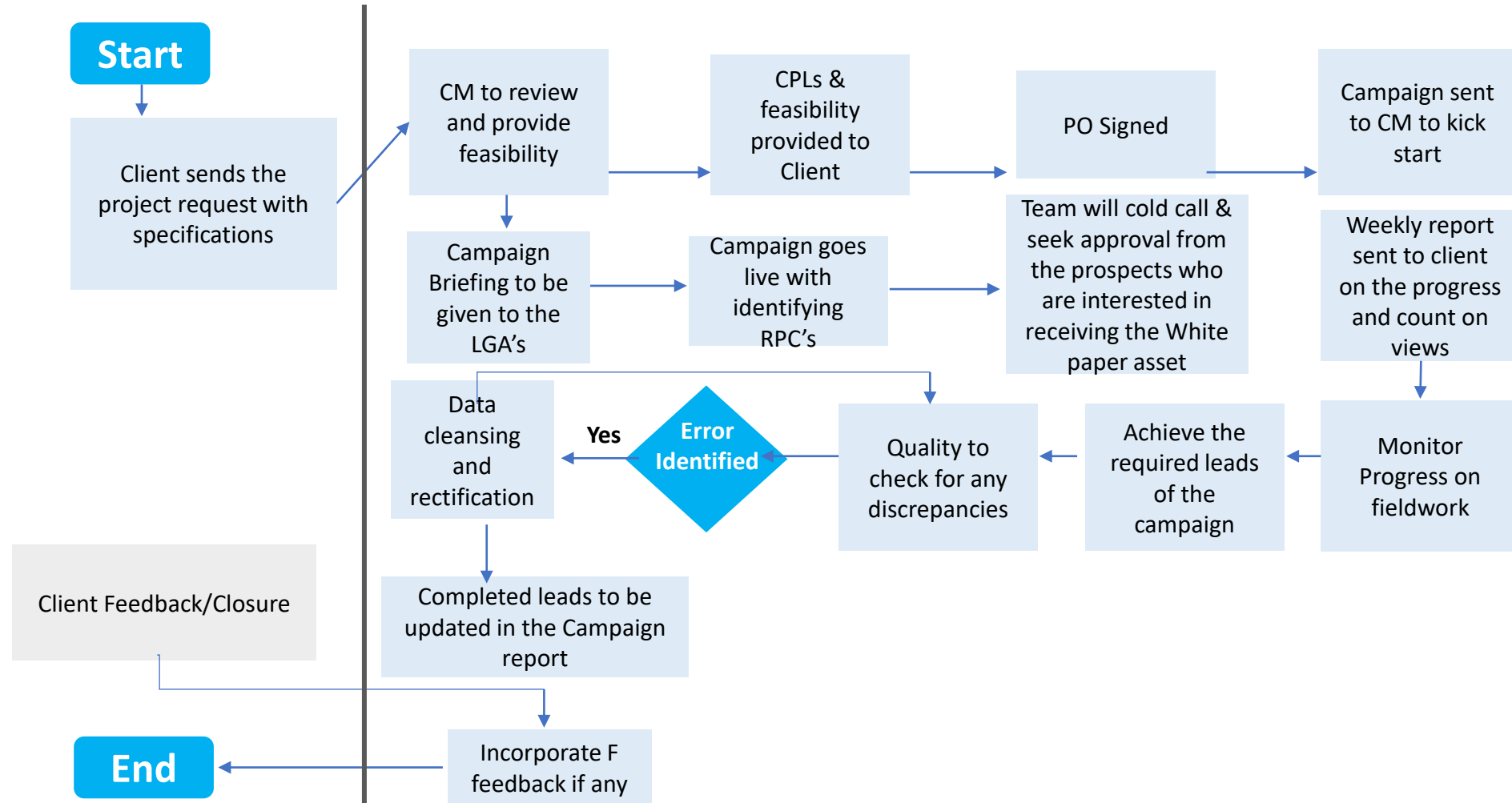
Our Research

- **What variables in scope would apply to each survey type?**
 - Size of respondent group
 - Level + job types of respondents
 - Length of question set
 - Mix of online + live, interactive interview data sourcing methods
 - Degree of in-depth interviewing included in the project scope
- **What additional variables would we factor into the packaging + pricing to the client from ACG?**
 - Degree of detail required in the output to the client
 - Number of output modes included in the project plan:
 - Internal client management briefing/s
 - Internal client meetings to communicate results (sales force, marketing staffs, development teams, executive teams, etc.)
 - Webinar or live video presentations
 - Summary and/or detailed reports on the findings

Our Process

- Team briefing would be done by senior survey specialists' group
- Accompaniment would be done **by supervisor & executive**
- Mock listing would be done by executives & supervisors
- Field sampling would be done by field controller
- Area sampling would be done by executives
- Pilot interviews would be accompanied by survey specialists and executives
- Reporting would be done by executives after daily fieldwork
- Executive scrutinizes of first group of questionnaires
- Feedback given to the team and supervisors
- **Initial feedback is given by the survey specialists, based on the outcome of 5% interviews**
- Back checks would be done by supervisors, executives and managers
- Deploy Strategic Advisor from the very beginning of each project for best quality output

Process Flowchart



Call Quality Flowchart



01

Call Communication

verbatim script delivery,
no dead air, right
accent, active listening
& more



02

Call Attributes

greeting, identifying,
explaining call purpose,
incentive declaration, &
more



03

Call Compliance

right party connect,
right screening, no
misleading,
disclaimer statements
& more



04

Call Process

no prompting,
appropriate fact finding,
no assumptions &
more

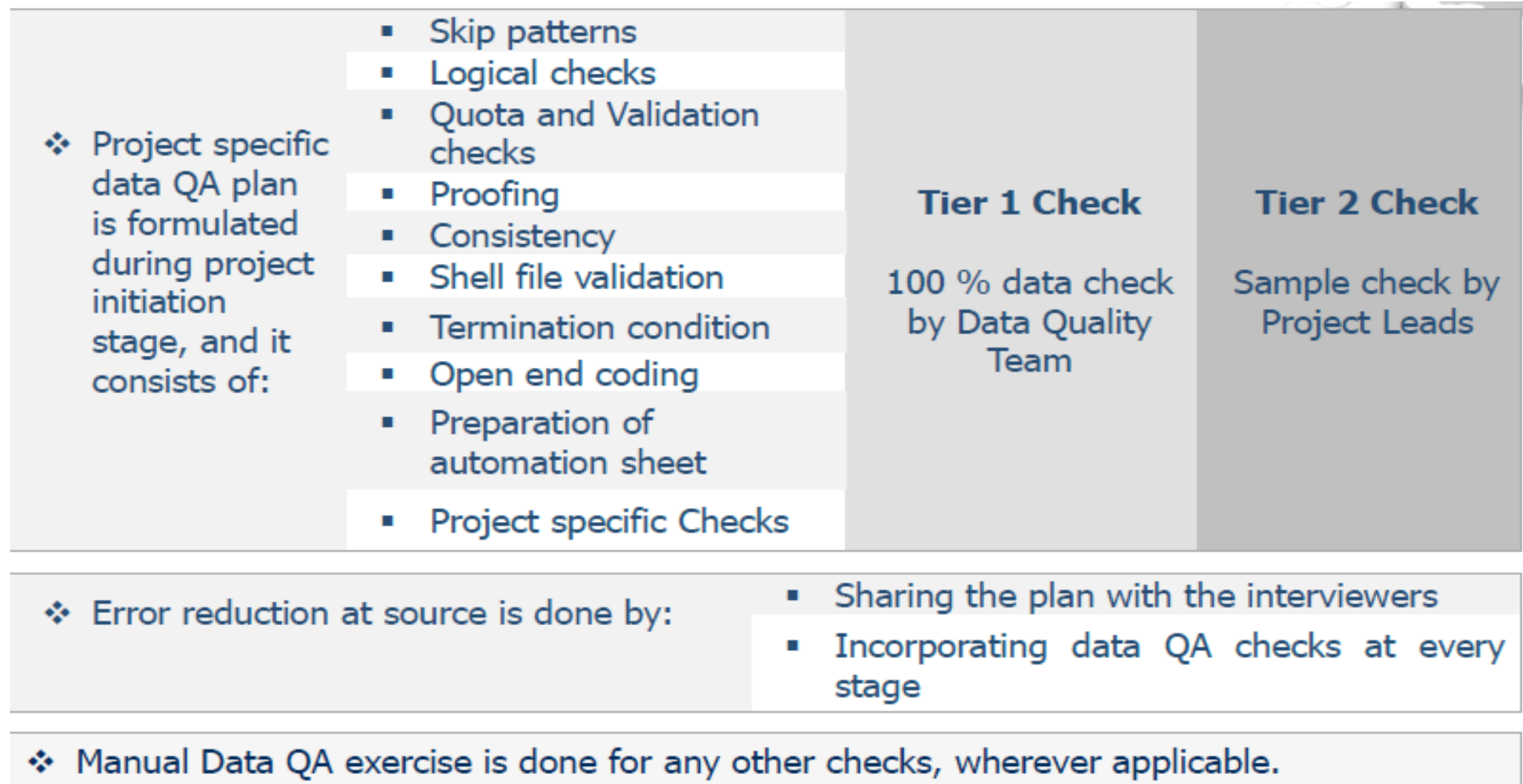


05

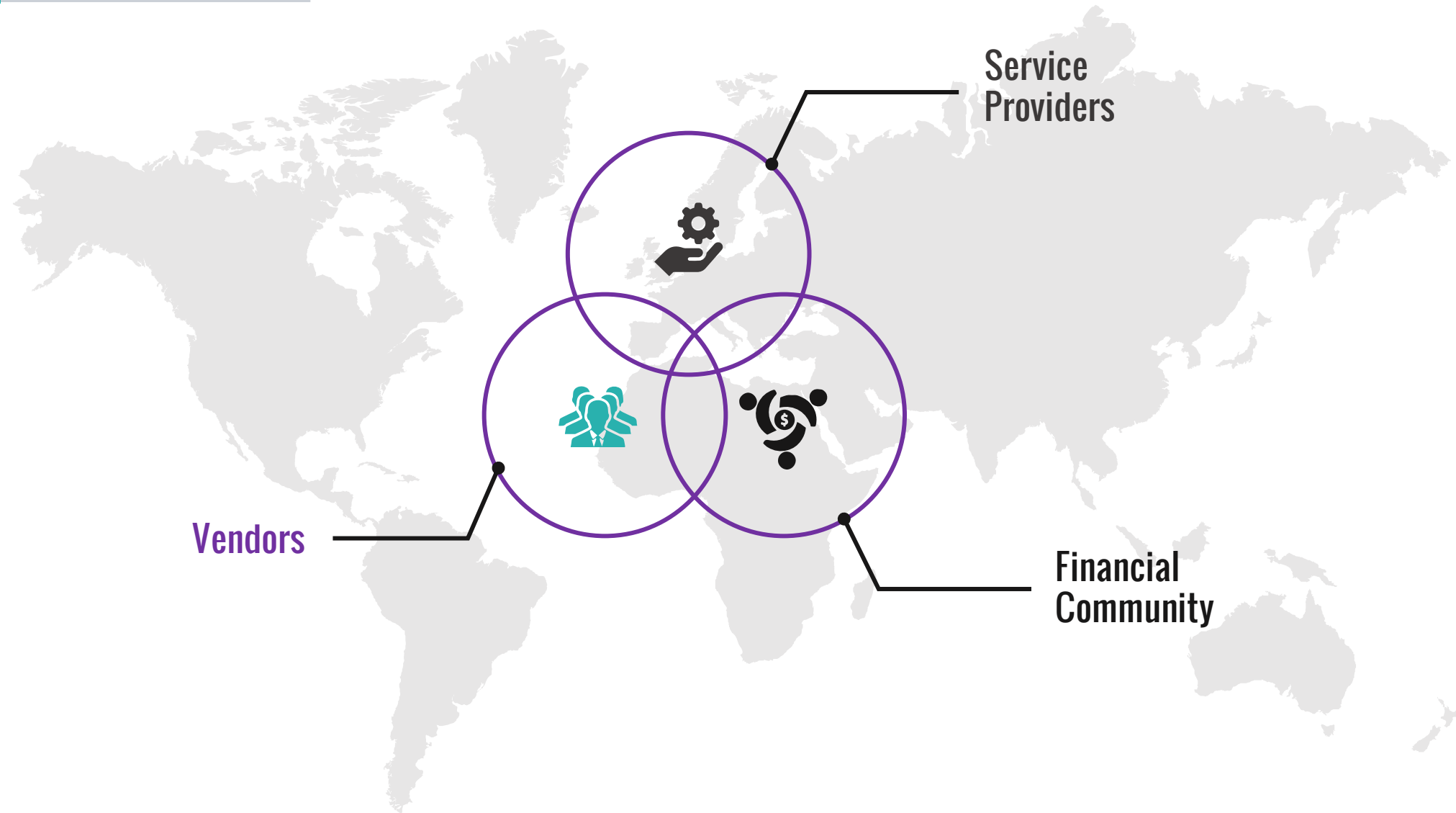
Call Audit

check-the-checker,
calibrate with clients'
team, audit the
performance

Data Quality Flowchart

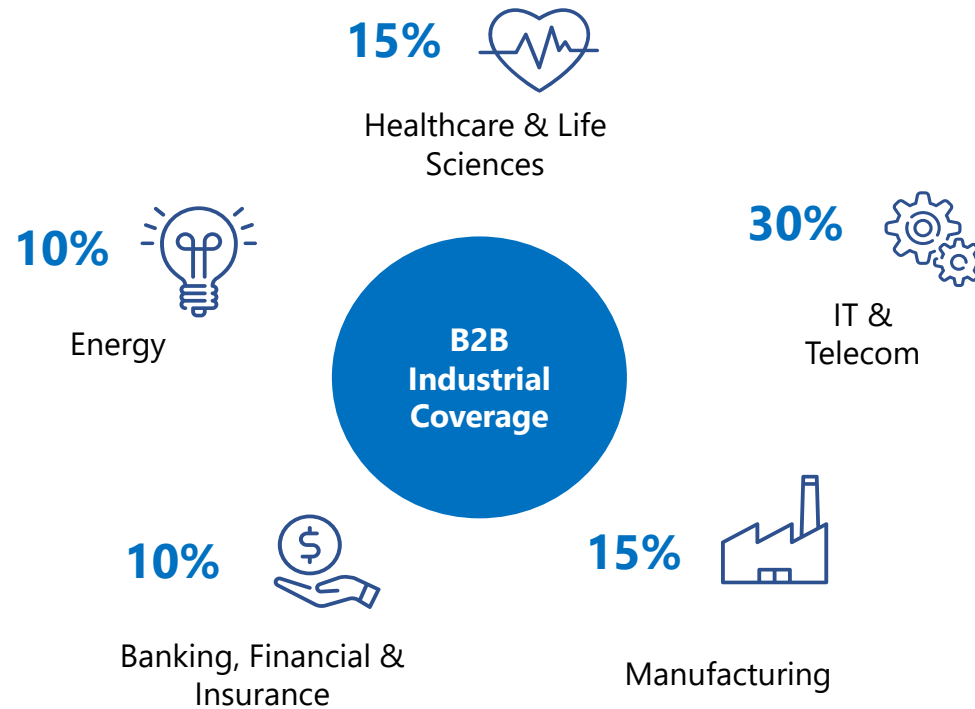


Communities That Use Our Research

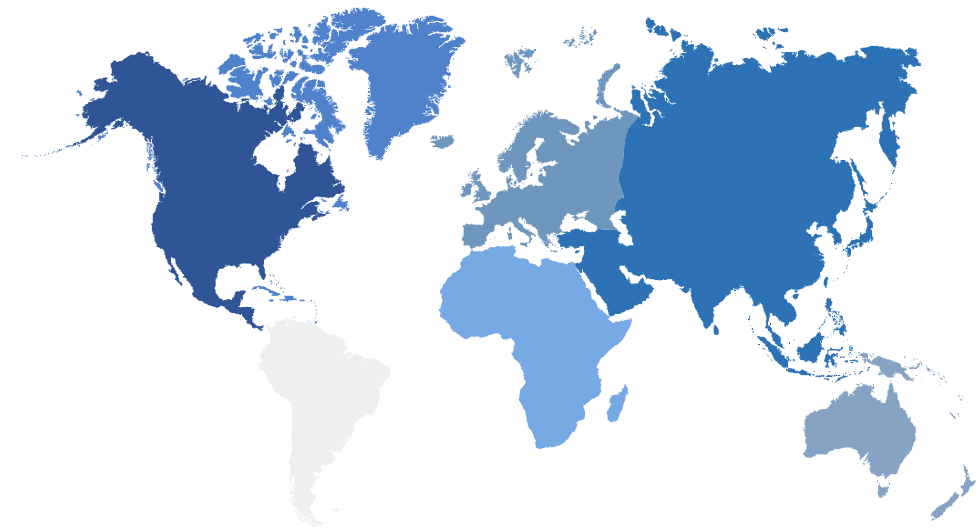


Coverage

Industrial Coverage

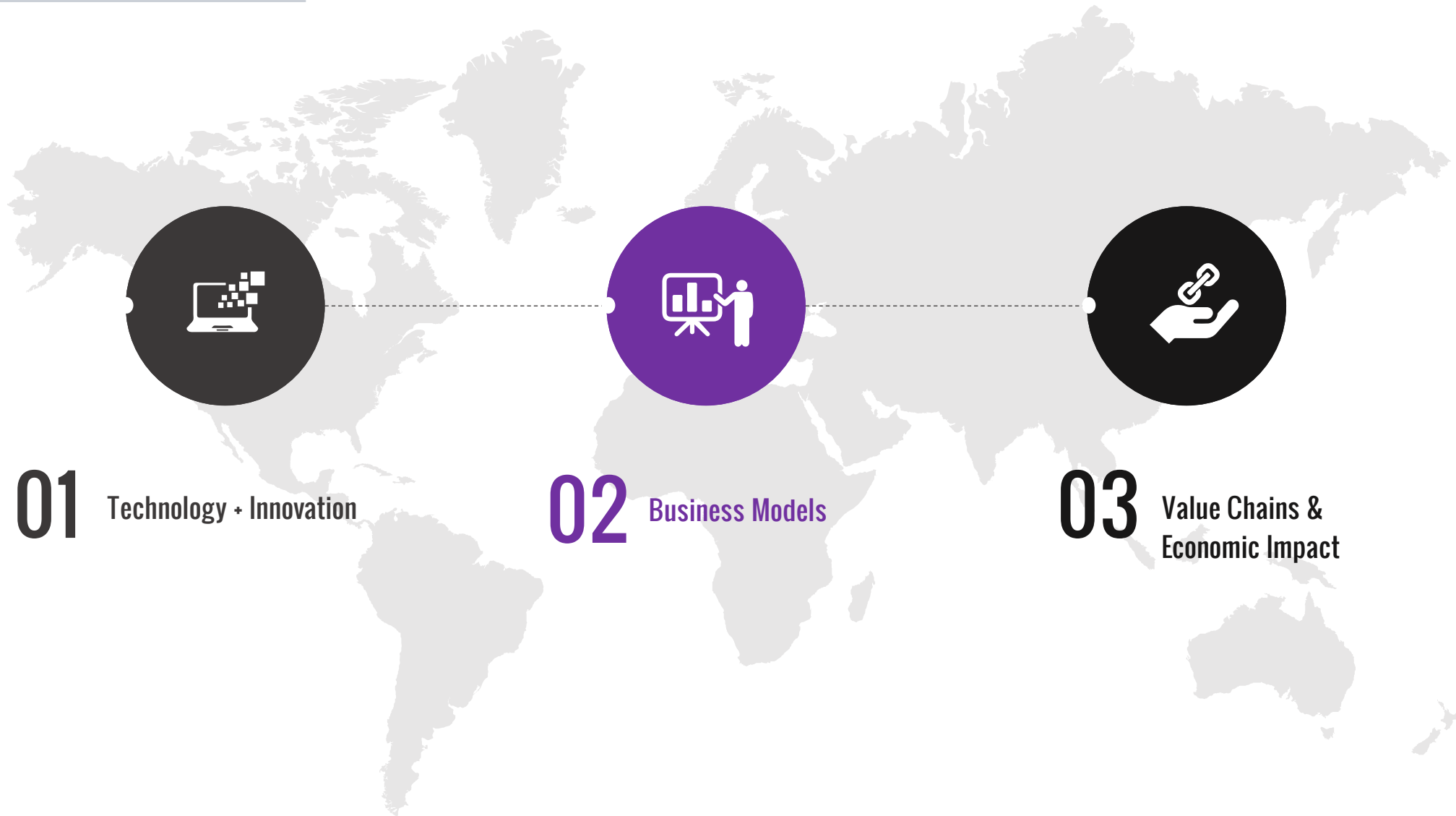


B2B Respondent Coverage



90 Countries across 17 Languages

Transformations We Research





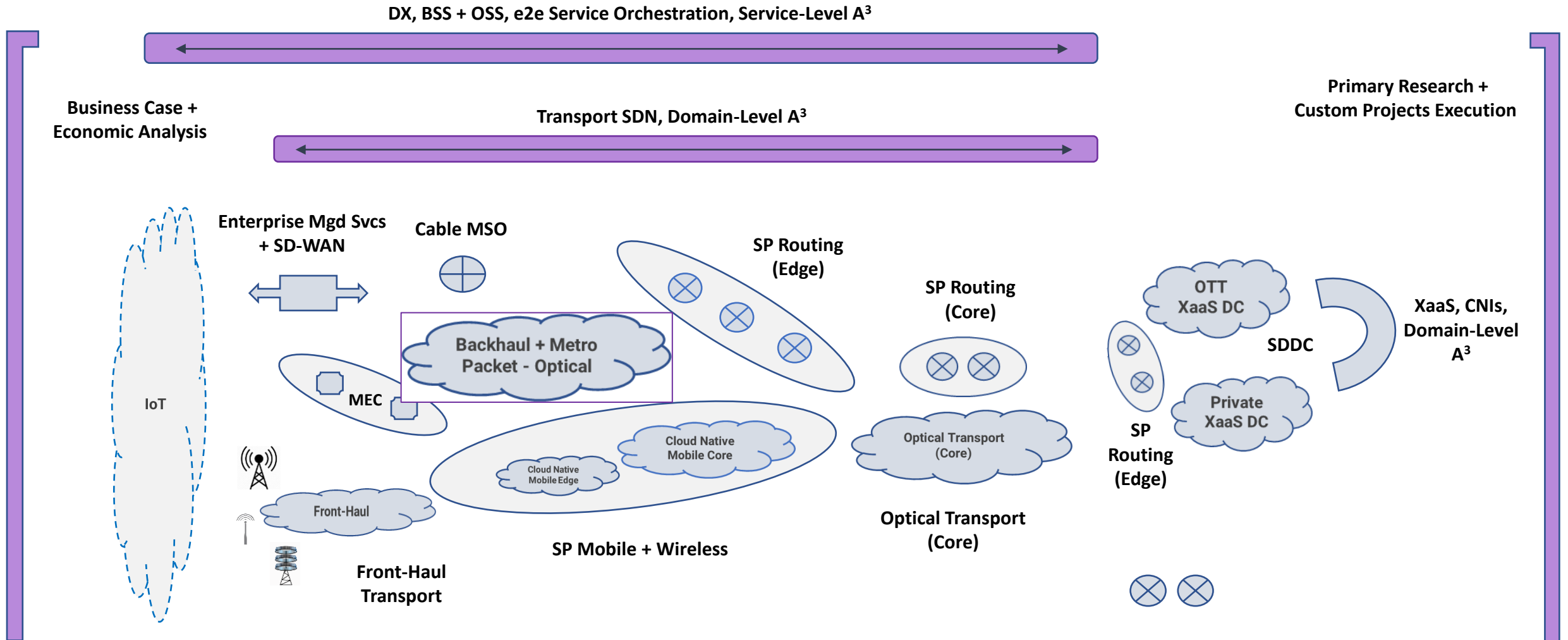
Our Team

Our experts come from the service provider field, from vendors that build products for SPs or have designed/built some of the largest global networks.

Our analysts are experienced innovators, experts in their fields who provide thoughtful and probing analysis about emerging technologies, markets and solutions.

Their analyses and insights are based on years of experience developing and delivering products, navigating industry transformations, and standing for the results in their communities.

Analysts' Coverage Areas



Example: Package 1

- Original survey as an add-on to a syndicated service
- Complements quantitative + qualitative research already being done in service
- **Sizing, Frequency + Focus Options**
 - On-line only
 - On-line with % live phone interviews
 - On-line, % live phone + % in-depth interviews
 - Up to 50, 100 or 200 respondents
 - 1x/year
 - 2x/year same topic
 - 4x/year rotating topics
 - 4x/year rotating geographies
- **Additional output, reporting + delivery options described + priced incrementally to these base survey-making options**
 - Ex: output = single preso only, summary report only, preceding outputs with webinar, preceding with internal company preso/s + webinar, etc.

Example: Package 2

- Original topic survey to sell as a standalone item, 'off the shelf' (to any interested party)
- Complements other qualitative +/- quantitative research already being done in the engagement
- **Sizing, # of Iterations + Focus Options**
 - On-line only
 - On-line with % live phone interviews
 - On-line, % live phone + % in-depth interviews
 - Up to 50, 100 or 200 respondents
 - 1x/year
 - 2x/year same topic
 - 4x/year rotating topics
 - 4x/year rotating geographies
- **Additional output, reporting + delivery options described + priced incrementally to these base survey-making options**
 - Ex: output = presentation only, report + presentation, report + presentation + workshop

Example: Package 3

- Custom survey to support a client advisory engagement
- Complements other qualitative +/- quantitative research already being done in the engagement
- **Sizing, # of Iterations + Focus Options**
 - On-line only
 - On-line with % live phone interviews
 - On-line, % live phone + % in-depth interviews
 - Up to 50, 100 or 200 respondents
 - 1x to get data on the project's core focus
 - 2x if a follow-on (now + later) round is desired
 - 4x on series of topics, or follow-on goals (could be > 1 year)
- **Additional output, reporting + delivery options described + priced incrementally to these base survey-making options**
 - Ex: output = presentation only, report + presentation, report + presentation + workshop

Example: Package 4

- **Specialized survey to support a custom project** (ex: Linux Foundation Impact of Open-Source Research, Ciena SP Network Automation Goals Research)
- **Complements other qualitative +/- quantitative research already being done in the engagement**
- **Sizing, # of Iterations + Focus Options**
 - On-line only
 - On-line with % live phone interviews
 - On-line, % live phone + % in-depth interviews
 - Up to 50, 100 or 200 respondents
 - 1x to support the core of the project
 - 2x if a 'now + later' result is desired
- **Additional output, reporting + delivery options described + priced incrementally to these base survey-making options**
 - Ex: output = presentation only, report only, report + presentation, report + presentation + webinar

Benefits of Working with ACG Research



Our Guarantee

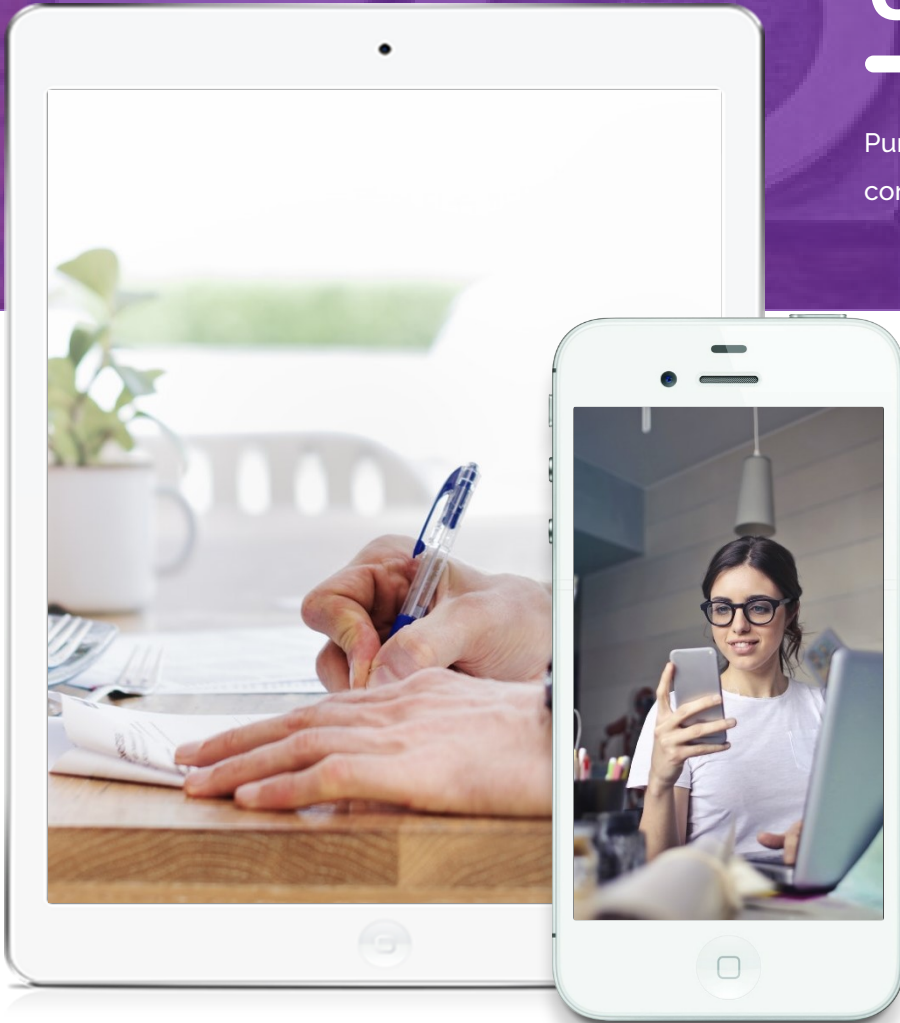
Data Security & Retention

1. All processes meet ISO 20252 & ISO 27001 standards, certified by BSi.
2. We adhere to all professional global standards set by ICC/ESOMAR and MRS.
3. Respondent details are strictly confidential, any disclosure of respondent information requires permission before it can be shared with the sponsor/client.
4. All project related material will be stored for twelve months from the study completion date, unless the client explicitly requests an extension.
5. All data are secured, wherein authorization is only given after approval is sought from project owners/department heads and/or clients as and when necessary.



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Focused on innovation,
technology & market
transformations