



DECTIVA

TECHNOLOGY SECTOR CAPABILITIES SUMMARY

Customized quantitative primary research
among CIOs/CTOs and IT managers

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Overview

Services

- » Deliver customized primary market research among CIOs/CTOs and IT managers in a timely and cost-effective manner
- » Supply a team of market research professionals who specialize in quantitative research methodologies
- » Research design, data analysis, and results presentation based on market research best practices

Access

- » Provide clients with direct access to target audiences via our global network of survey respondents
- » *Domestic* – Network of thousands of CIOs/CTOs and other IT managers with purchase decision-making authority
- » *International* – Access to senior IT professionals in Europe and multiple other international markets

Client base

- » Corporate entities
- » Venture capital, private equity, and other institutional investors
- » Sell-side research analysts

Primary Market Research

Clients of Dectiva are currently using our primary research platform to:

- » Determine rate of adoption of new technologies and corporate prioritization for new strategic initiatives
- » Forecast changes in spending allocations by IT specialization
- » Monitor budget expectations across specific technology initiatives
- » Gauge brand awareness, reputation, and share-of-mind for new technologies among purchase decision makers

Unparalleled Reach for Study Participant Recruitment

We provide our clients with direct access to an extensive database of information technology professional, buyers, decision makers, and purchase influencers from small, medium and large businesses:

- » All participants are pre-profiled to allow for exceptional targeting and to ensure they match the specific needs of each unique study
- » Profile attributes include job title, job function, company size (number of employees and annual revenue), industry segment, and IT specialization (e.g., systems, hardware/software utilization, security, etc.)
- » Participants from a large number of international countries are available

Advantages of Dectiva

Why do leading investment and business decision makers in technology work with Dectiva?

Global Access

Gain access to our global network of CIOs/CTOs and other IT professionals with purchase decision-making authority.

Expertise

Leverage the rich sector expertise and research experience of our dedicated market research analysts.

Confidentiality

All custom Dectiva projects are treated with the utmost confidentiality; data and results from custom projects are the exclusive property of our clients.

Actionable

Receive key data, analytics and interpretation for decision-making through advanced graphical interface. Studies that previously took months or weeks can be completed in a much shorter period of time.

Anonymity

To assure regulatory compliance, our quantitative survey research platform provides an added layer of respondent anonymity.

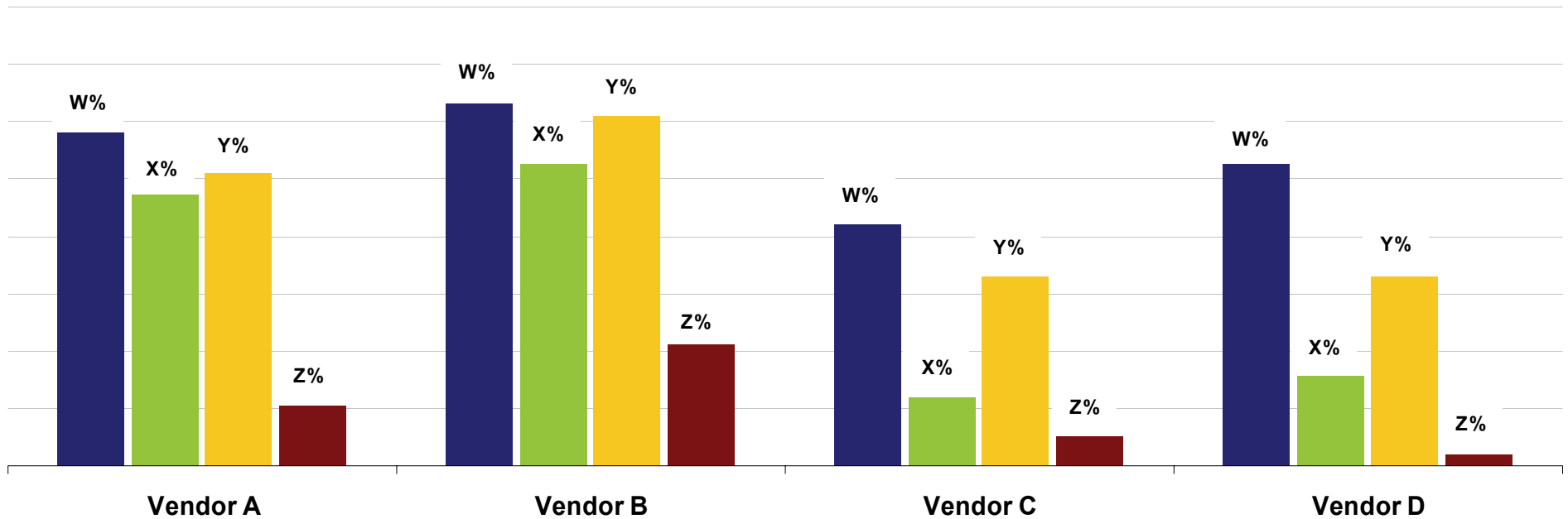
Competitive Fees

No subscriptions or retainer fees, all projects conducted on a fee-for-hire per project basis.

Case Study

Project Objective Detailed examination of the key drivers of corporate IT purchase decision-making for enterprise hardware & software
» Tracking trends in awareness levels, usage rates, and product reputation

- Awareness Levels - (% of respondents who indicated they are 'very familiar' with vendors solution)
- Current Usage Rates (% of respondents who indicated vendor's solution is currently deployed within their organization)
- Researched (% of respondents who indicated their company researched/considered vendor's solution prior to current deployment)
- Industry Reputation (% of respondents who indicated vendor's solution is top-1 rank for overall industry reputation)



Dan Meichenbaum

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Dan has over 12 years of experience designing and managing survey-based research studies and performing data analysis and predictive modeling. His research expertise includes market segmentation, market assessments, product usage and awareness tracking studies, and new product concept design and testing.

Prior to co-founding Dectiva, Dan was recruited in 2007 by San Francisco based investment bank Pacific Growth Equities to lead the product design and project execution for Decision Metrics, a proprietary primary market research platform targeting institutional investment, venture capital, private equity, and corporate entities. Following acquisition of Pacific Growth Equities by Wedbush Securities in 2009, Dan continued to grow Decision Metrics into one of the most unique and valuable primary market research product offerings specifically targeting the investment community.

Prior to joining Pacific Growth Equities, Dan was owner and Principal Consultant with Health Research Consulting, Senior Director of Analytics at Loyalty Matrix, and Senior Market Research Analyst at ConsumerData International. Dan attended Simon Fraser University, Vancouver, Canada, where he conducted research in the field of human neurophysiology and gained extensive training in research design and quantitative analysis

Leadership Team

William Anlyan

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Will Anlyan has over seven years of experience in the primary market research industry and is responsible for business development initiatives at Dectiva. Will is adept at working with institutional investors and business decision makers to identify their specific research needs and formulate an executable strategy to deliver actionable research results.

Previously, Will was Vice President at Wedbush Securities in Los Angeles where he oversaw all business development functions of the bank's primary research division, Decision Metrics. In this role, he was responsible for client management, new client acquisition, pricing, vendor relations, and the coordination of multiple joint undertakings with the bank's research, sales/trading, investment banking, and private equity divisions.

Prior to joining Wedbush, Will was Senior Director of Client Development at Greenfield Online, Inc., one of the largest online data collection firms in the world. Will managed accounts in the fields of market research, advertising, branding, management consulting, venture capital, and equity research. He oversaw research conducted in the healthcare, technology, and consumer sectors. Will attended New York University.



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management decisions

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