



Navigate the
future of
your company
with rock-solid
insight.



BEACON TECHNOLOGY PARTNERS
Primary market research specializing in the technology industry

“Beacon provided us with tremendous insight into the minds of customers and prospects in key market segments.”

CEO
Publishing Industry

“I highly recommend Beacon if you want the best people and processes in research to help you scientifically improve your business.”

HEAD OF MARKETING
Content Technology
and Services Industry

Looking for in-depth information to help you make important business decisions?

Since 1996, Beacon has been helping leading technology and other B2B and B2C companies better understand – and serve – the needs of their customers and prospects. Our primary market research has guided many of the world’s largest technology and tech-publishing firms to successful strategic decision-making.

Why does my company need primary market research?

Our primary research is specific to your company. It will provide you, your managers and marketers with rock-solid insights to help you make sound business decisions and navigate the future of your company.

We research and analyze the markets — or product categories, competitor activities, value propositions, purchasing behavior, etc. When we present the results to you, they will show clearly what your next steps should be. This means that what might previously have

been educated guesswork becomes substantiated decision-making leading to a firmer foundation for improvements in performance and end results.



How does Beacon carry out its market research?



We choose the market research tools according to the questions that you want answered. Our Beacon researchers could use, for example:

SURVEY RESEARCH Telephone, web-based, mail, etc.

STATISTICAL MODELING Correspondence analysis or perceptual mapping, regression modeling, conjoint analysis, market segmentation, and other statistical methods


QUALITATIVE RESEARCH Focus groups — both in-person and online in-depth interviews and small group studies

Jim McLeod-Warrick, Beacon's Managing Partner, is an experienced focus group moderator and has conducted over 1000 focus group sessions during his career.

What industry studies has Beacon carried out recently?

Some of our clients have asked how their market sees them, how happy their employees are, or whether their brand identity needs to change. Other Beacon clients have asked for specific information on electronic component distribution industry benchmark; semiconductor IP selection electronic; design engineers (global) — attitudes and psychographics; lean supply chain management; energy efficiency and alternative energy adoption.

Visit our website www.beacontech.com for more examples of how we've helped clients with their research needs.



"BTP has great experience, understands engineers and their needs and is a very cost effective research organization. They are very easy to work with."

MANAGING PARTNER
Market Consulting Firm

*"They are professional,
easy to work with, and
very consultative.
I don't look at them as
a vendor. We consider
them a Partner..."*

VP SALES
Technology Publishing

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About Us

Beacon Technology Partners LLC was founded in 1996 by James S McLeod-Warrick. During Jim's 25 years of experience at Beacon, Reed Business Information, The Christian Science Monitor, and McLeod-Warrick Research, he has developed considerable expertise in the application of various quantitative and qualitative market research techniques.

Jim and his team of researchers and research analysts have a proven record of helping leading electronics and computer industries and other B2B sectors better understand the needs of their customers and prospects. We have also established long-standing relationships with a variety of trusted partners to help our USA-based and international clients with special requirements.

Highly acclaimed in the industry

Beacon is an active participant in the Marketing Research Association (MRA) and the Qualitative Research Consultants Association (QRCA). We have also collaborated with GMG Insights in co-writing reports on topics such as IT Information Security spending during an economic downturn and SOA/Web services security solutions.

Research carried out by Beacon Technology Partners has been printed in EETimes, Embedded Systems Design, EDN, Electronic Buyer's News, Electronic Supply and Manufacturing, On Wall Street, Federal Computer Week, and other industry publications.

In addition, Jim McLeod-Warrick is a lecturer at local colleges in the Boston area, and has spoken at electronics industry events such as the Embedded Systems Conference and EDS, as well as many industry events sponsored by EETimes.

Visit us online

Beacon can also guide you and your company to new levels of excellence. Find out how by calling us on 978.425.6222 or visit our website www.beacontech.com.

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