

Gantry Group applies custom market research to help companies develop strategies to build and sell offerings that their target markets truly value. Gantry directs its services to companies with technology solutions and hosted/outsourced services in the healthcare, HR, financial services, and ITG/PLM sectors.



The market has expectations for a solution's business impact. Gantry exposes these expectations to develop market-informed strategies that accelerate adoption, increase sales, and improve customer satisfaction. Gantry's proven methodology provides a systematic, reliable approach to understand the critical dynamics of your market, including motivations, buying criteria, performance success metrics, competitive influence, and overall market opportunity.

Today, customers demand bottom line value and measurable business impact from their investments in technology products and services. Therefore, a solution's value proposition must be aligned to customers' objectives in order for them to justify the investment and make the purchase. However, if a solution vendor does not possess accurate knowledge of the areas of business impact deemed most important by the target market, the solution's value proposition will miss the mark, and development, marketing and sales plans will be misguided. The net result is that sales suffer and customer satisfaction plummets because the solution vendor cannot credibly communicate or deliver on a solution that meets the market's requirements.

A customer's perception of value is a rubric of growth objectives, operational pain, market dynamics, compliance requirements, and financial constraints. If solutions are promoted with the wrong value proposition, customer retention and new solution sales become increasingly difficult.

Gantry Group's market research services are proven to expose the key market drivers that will determine business success and customer satisfaction. Using a full arsenal of qualitative and quantitative market research techniques, Gantry Group gains insight into today's key business issues facing top level decision-makers.

Having first-hand insight from customers and prospects in your market creates a factual foundation for your strategies, whether for a new solution introduction or current offerings. Removing guesswork about your market's expectations and perceptions focuses strategic direction and execution, and sets the ETA for success.

Critical Business Questions Answered

- *What are the top motivators prompting customers to invest in this space?*
- *What are the critical business performance metrics that determine customer satisfaction?*
- *How can we tie organizational performance to customer satisfaction?*
- *What is the target market's propensity to buy our solution?*
- *Are some market sectors more ready to buy than others?*
- *What are the most important attributes in selecting a vendor?*
- *How likely are customers to switch vendors? And what would make them switch?*
- *What does the target market perceive as our solution's unique value proposition?*
- *What pricing structure and solution bundles are preferred?*
- *Who has decision authority to make the buy decision for our solution sector?*
- *What performance metrics measure the solution's TCO and/or ROI?*
- *What has been the ROI experienced by customers with sufficient length of deployment?*
- *What metrics do customer's use to measure a vendor's performance?*
- *Who are our competitors?*
- *How strong is our brand vis-à-vis the competition?*

Research Portfolio

Gantry's clients all have something in common: they quickly require definitive information about market needs and value perceptions from top decision-makers. Applying our in-house research technologies, executive research panels, professional research recruiters, and data analysis expertise, Gantry can expeditiously provide actionable recommendations through any of the following study venues:

Customer Satisfaction	One of Gantry's three main practice areas, Customer Satisfaction initiatives are executed via our outsourced service suite – Creating Customer Centric Companies (C ⁴). Click here for more information . C ⁴ uses granular customer satisfaction data to provide precise, accurate and actionable information. Cause and effect analysis drives proactive efforts that can stop a customer defection before it happens.
Market Validation	Defining, sizing and profiling the target market opportunity to reveal the best prospects.
Value Proposition	Pinpointing how customers interpret and measure value delivered by a solution.
ROI/TCO Assessment	ROI/TCO analysis is one of Gantry's three main practice areas. Click here for more information . Gantry's approach identifies the tangible and intangible value drivers of a product based on actual customer experience, to quantitatively articulate the value proposition. The ROI analysis calculates the bottom line impact of solutions on business processes.
Market Segmentation	Attributing marketing characteristics by geography, industry, company size, and/or role group to prioritize and tune your strategy.
GAP & Opportunity Analysis	Prioritizing which markets and unmet market needs offer the greatest opportunity.
Solution Concept Test	Gauging market receptivity to a new idea.
Solution Pricing	Determining the appropriate pricing structure for product, services and support.
Solution Packaging & Delivery	Strategizing the minimum capability bundles that are most advantageous to the largest portion of the market.
Product Road Map	Phasing the critical capabilities according to greatest market need.
Strategic Messaging/Positioning	Addressing critical market needs and pain points to seize the market's interest.
Brand Awareness & Strength	Calibrating the market's perceptions and familiarity of company and product vis-à-vis the competition.
Competitive Benchmarking/Differentiation	Comparing product capabilities, value and business models, and market penetration.

Research Techniques

Selecting from a portfolio of data collection techniques, Gantry designs customized primary market research studies to most effectively capture vital market attributes and competitive intelligence required for success. Research methods are quantitative, qualitative or sometimes both.

Online Surveys

Gantry uses its proprietary Web-based survey technology to design, program, manage and analyze quantitative market research studies. Online surveys are quite powerful for gaining statistically validated insights from the market as a whole, by industry, role group, company size, etc.

Phone 1-on-1 Surveys (Structured)

Gantry Group conducts streamlined telephone surveys to collect quantitative data through structured interviews. Like online surveys, this CATI approach results in real-time population of the database, shortening the time-to-analysis.

Phone Interviews (Unstructured)

Phone interviews are powerful for having an open-ended discussion with the participant. Used as a primary data collection method or as a follow-up to a quantitative study, telephone interviewing offers the opportunity for dynamic probing of respondents. Gantry implements the full arsenal of qualitative data collection methods as appropriate, including laddering, projective techniques and hidden issue questions. Interviews are conducted with single respondents, pairs or triads, depending upon the project objectives and situation. The combination of interview transcripts and analyzed combined response is a revealing first step for qualifying the market.

Conjoint/Discrete Choice Analysis

Gantry implements these powerful research approaches to provide precise and highly accurate insight into the perceived values of specific product characteristics, including price. Ideally suited to test new product concepts and enhancements, conjoint and discrete choice modeling yield particular insight into feature/price trade-offs, bundling strategy, and the relationship between price elasticity and market demand. The market simulation model that is created as an outcome of these types of studies is an invaluable tool for understanding how market preference will likely be impacted by various modifications to a solution and its go-to-market model.

Online Focus Groups

Gantry provides full-service focus group studies in an online environment. Qualitative in-depth sessions are conducted with highly targeted panels of high-level decision-makers to reveal difficult-to-quantify preferences, reactions and behaviors. Online focus groups offer a quick-turnaround method for getting geographically-dispersed, unbiased market reaction/interaction to a new concept, positioning, packaging, etc. in a virtual focus group setting.

In-Person Focus Groups

When the physical presence of participants is required to get the full reaction to a concept or product, Gantry offers face-to-face focus groups.

Research Methodology

Questionnaire/Guide Design

Gantry digs into your business to understand the specific, nagging market questions that the research must address. The critical knowledge gleaned from this discovery process is then applied to a study questionnaire or interview/focus group guide that is honed to address the specific need. Survey questionnaires can be highly conditionalized with multiple tracks to stratify participant response to any granularity.

Research Sample Development

Knowing how to design a set of questions that will generate meaningful study results is vital, but equally so is the selection of the candidate study participant sample. Gantry uses both its groomed in-house database of potential participants, as well as highly targeted rented lists, to recruit qualified participants with high completion rates.

Participant Recruitment

Gantry specializes in recruitment of top level decision-makers within target market companies. Our research recruiters are specially selected and trained for their abilities to persuade C-Suite level executives to participate in research studies. Gantry typically recruits to a complex participant profile which may include industry, role group, company size, familiarity and buying influence with a particular solution sector, etc.

Data Analysis & Interpretation with Actionable Results

With the Internet dramatically increasing the accessibility of market research, “market data” proliferates. However, acquiring synthesized data that is examined in the context of the specific business situation and macro-economic trends proves quite difficult. Directive, meaningful data can only be derived when appropriate data collection methods and analysis techniques are selected to suit the business situation. In addition to basic frequency count and cross-tab analysis, Gantry does rigorous statistical testing when data samples are sufficiently large to do so. Other statistical techniques, such as multivariable and logistic regression analysis, are used to understand relationships between dependent and independent variable; these techniques can result in highly accurate, predictive forecasts. Qualitative data is subjected to proven methods for identifying patterns and themes, including categorization, coding and contextualization. Often, when both qualitative and quantitative data are collected, Gantry analysts use triangulation with deductive logic to reveal key findings and a holistic picture. In all cases Gantry analysts apply hands-on operating experience and domain expertise within the specific market to pull deep insight through the qualitative and quantitative results. This approach leads to highly effective, definitive strategies that are ready to execute.

Research Outcomes

Once the research is complete, what can you do with it? Though companies invest in market research, there is often no path to leverage findings into business strategy, organizational performance assessment, marketing communications, business development and sales. Gantry offers a variety of alternatives for applying research findings to extract maximum value from your investment.

Strategic Business Recommendations

Gantry’s domain expertise and research knowledge base in technology and service solutions for the healthcare, HR, financial services, and IT governance and Product Lifecycle Management sectors enables us to efficiently provide directive input to your business planning process. Our recommendations will assure that your business capitalizes on the market opportunity and plays to the strengths of your offering.

White Papers, Case Studies

Gantry uses market research studies as the foundation for compelling white papers and case studies that publicize the findings that matter most to your customers. These Gantry Group-branded publications provide a means to credibly communicate your solution’s value to sales prospects through objective third party presentation.

Webinars, Webcasts

Gantry can participate in webcasts and webinars to present and interpret research for your selected constituency. These forums garner credibility as Gantry subject-matter experts discuss patterns and trends discovered in your studies.

Market Simulation Models

One of the most powerful and useful outcomes of a conjoint or choice-based study is a market simulator engine. At the close of either of these types of studies, Gantry clients receive a market simulator engine that can be used predicatively based on the statistical conclusions of the study. The market simulator is quite useful for conducting “what-if” go-to-market scenarios. By simply changing the value of one attribute (e.g., price), a company can gauge the market demand impact precipitated by the change. Because the simulator is only a model, changes in predicted demand are termed “share of preference,” rather than market share. However, since the share of preference is an excellent proxy for market share, the simulator can be used to approximately forecast the likelihood that a solution with a particular set of attributes would be accepted in the marketplace. In this way, the impact of price changes or offering feature/capability modifications can be examined through simulation – before the considered changes are implemented.

Strategic Market Messaging

Depending upon the intent of the market research project, discoveries can guide marketing message refinement or market collateral upgrades. Gantry applies research insights drawn from value proposition and critical market positioning questions, or from ROI benchmarks, to strengthen messaging strategies to better resonate with your target markets.

ROI/TCO Sales Calculators & Benchmark Studies

When ROI and TCO primary research interviews are conducted with your customers, Gantry can further leverage this information by converting Excel Worksheets into formal, user-friendly tools for your sales force. Additionally, ROI and TCO calculation worksheets and formal calculators can be used to conduct Benchmark Studies across a selected sample of your customers. Gantry Group then aggregates the benchmark data to forecast the expected value and business impact that your sales prospects are likely to experience. ROI Benchmark Study data make for compelling quantitative press releases and white papers.

Market-Informed Strategy

One of the great benefits of market research is its ability to provide you with your market’s view of the world. Armed with this knowledge, Gantry can help you formulate product development, marketing and sales strategies that are designed around your customers – not around your solution or your company. Strategies created around real market needs and preferences are required for successful offerings.



For the past decade, Gantry Group has created business success for its 350 clients through market research. By identifying the critical data set and designs research frameworks to efficiently collect the data from the target markets’ decision-makers, Gantry Group provides directive insights that lead to strong, deployable strategies and improved business performance. In short, Gantry Group delivers to technology solution and service providers the tools and predictive measurement capabilities that allow them to make informed decisions as they plan ahead and prepare for the market to come.

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