

A CASE STUDY

Rapid Message Testing

Determining the right positioning for a new product

CHALLENGE

The customer insights and product teams at a large technology company were divided on one major go-to-market messaging question: should they position their offering as a unified platform or as a suite of best-of-breed solutions?

They came to GLG seeking to test both messages against real technology buyers in simulated buying scenarios so they could gain consensus on a decision.

THE GLG APPROACH

GLG put together a service team that combined focused research methodologies with our best-in-class technology populations. We staffed a market research consultant as the leader of the project team and designed a study that included 15 qualitative phone interviews with IT decision makers (ITDMs) and a survey to be answered by 300 ITDMs who mirrored the interviewee population.

The populations included four segments: by region (U.S. and EU), by customer status, by organization size (1,000 to 4,999 vs. more than 5,000 full-time employees), and by current stage of cloud adoption. To fulfill this quota, GLG recruited ITDMs from several young, EU-based organizations to participate in the study.

The project team conducted the 15 phone interviews, launched the survey into market, analyzed the results, and provided a detailed report with the results.

OUTCOME

The final report settled the internal debate for our client, as the results showed that customers preferred the offering as a unified platform rather than a suite of products. The results also helped our client revise messaging in each target segment.

[Learn more](#)

As the world's insight network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision

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GLG helped the customer insights and product teams at a global technology company determine whether to message their offering as a unified platform or as a best-in-class solution suite.

Why GLG?

Best in class tech populations

GLG sourced a panel of more than 300 IT decision makers across four key segments.

Dedicated Service Teams

GLG managed the research end to end, staffing an experienced market researcher who focuses on the technology space to conduct more than 30 qualitative interviews.

Focused Methodologies

The study combined qualitative and quantitative methodologies to deliver a robust solution, loaded with detailed, actionable insights.

FEATURED PRODUCTS



GLG Surveys



GLG Calls