



Want to
improve
your
products?

Listen to the experts. (your customers)

➤ MarketAcuity Customer Focus Groups

Don't create products for your customers.
Create value with your customers.

Developing a software product is a costly, complex business. Juggling dynamic technology, demanding customers and aggressive competitors leaves little room for error.

In today's economy, staying competitive means staying in touch with your customers.

At MarketAcuity, we've developed a proven program for keeping you in touch with prospects and customers – and keeping them involved with you. Our Customer Focus Groups provide an open, engaging dialogue between technology companies and their markets.

What is a Customer Focus Group?

A customer focus group is a facilitated meeting where your organization demonstrates a working model of your product. This event allows you to stimulate and record the feedback of a sample target audience.

Key elements for holding successful focus groups include: the right participants, a well-rehearsed demonstration, a skilled and impartial facilitator, and a cross-functional team of observers from your organization.

The MarketAcuity Difference

Not just a review of positioning or marketing communications, MarketAcuity's Customer Focus Groups give your customers the opportunity to have direct impact on the development of the products they need – and give you the input you need to deliver real value to your customers.

As an experienced and objective party, we ensure that business goals – not internal politics – drive the process. And, our engaging facilitators maximize the productivity of the event.

The result: you'll build better products, better customer relationships and real value – all in partnership with your customers.

Customer Focus Groups:

- Align your products with market needs.
- Shorten your development cycles by focusing your organization.
- Accelerate the market's acceptance of your products.



"I've been involved with over 500 software product releases in my 25 year career and I've implemented one trendy methodology after another, all promising to help development organizations deliver better software faster. None of these methodologies had 1/10th the impact of customer focus groups."

Rowland Archer,
Co-Founder of Haht Commerce



MarketAcuity

MarketAcuity provides strategic marketing and consulting services that help technology-based organizations partner with their customers to define and deliver solutions.

Whether you deliver software and services for external or internal customers, we're here to help you:

- listen to – and hear – the voice of your customer,
- objectively analyze their input, and
- jointly deliver value.

➤ MarketAcuity Customer Focus Groups and the Product Development LifeCycle



From validating your initial concept, through product development and launch, MarketAcuity's Customer Focus Groups provide a wide range of benefits for your marketing, sales and product development efforts.



Customer Focus Groups have been an extremely effective tool for us in managing projects at First Citizens Bank. They have proven their value in several ways: increasing customer "buy-in," refining requirements, increasing the IT staff's understanding of the business, and ensuring that the project remains on schedule. We will be expanding our use of this technique at the bank and would highly recommend the approach to other organizations.

David Park
Sr. VP of Information Systems



"SciQuest benefits since it can focus its resources on product capabilities that are virtually guaranteed to be not only acceptable but compelling to our customer base."

Vic Tolomei
VP Development, SciQuest

Turnkey Focus Group Delivery

MarketAcuity will guide you through the planning, execution and analysis of your customer focus groups. With over fifteen years of focus group experience, we've created a proven process that ensures success.

- Program Planning
 - Set Program Goals and Timeline, Target Participants, Draft Agenda
- Preparation
 - Recruit Participants, Secure Facilities, Prepare Demonstration and Discussion Guide, Rehearse Demonstration
- Execution
 - Facilitate and Document Meeting
- Results Analysis
 - Deliver Event Documentation and Recommendations



To learn more about the value Customer Focus Groups can add to your technology development process, visit our website at www.marketacuity.com or e-mail info@marketacuity.com.