

Bitkom Research GmbH

Market research for the digital economy

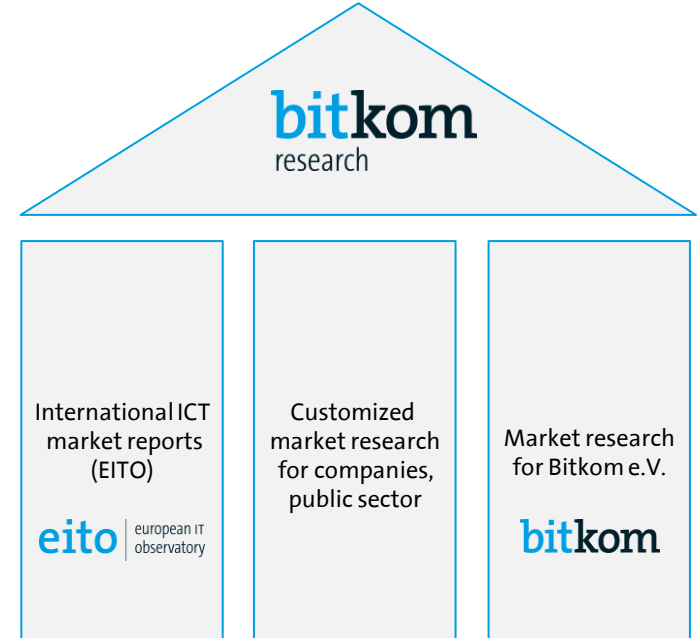
Berlin, September 2016

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Bitkom Research at a glance

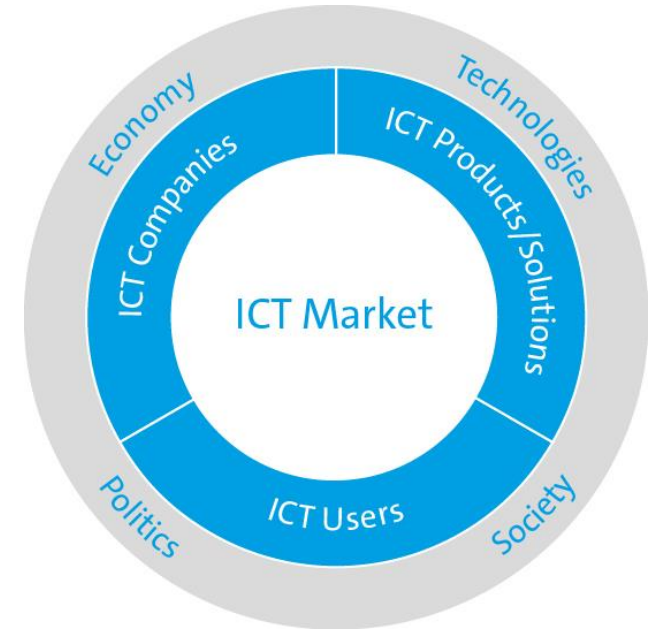
Bitkom Research is a subsidiary of Bitkom, the leading German ICT industry association. We have three business units:

- European IT Observatory (EITO)
 - International ICT market data
 - Analyses of national markets, market trends
- Customized market research for companies
 - Representative business and consumer surveys
 - Designing and conducting research projects
 - Multi-client projects
- Market research for Bitkom
 - Surveys, research and internal consulting
 - Management of working group market research



Scope of research

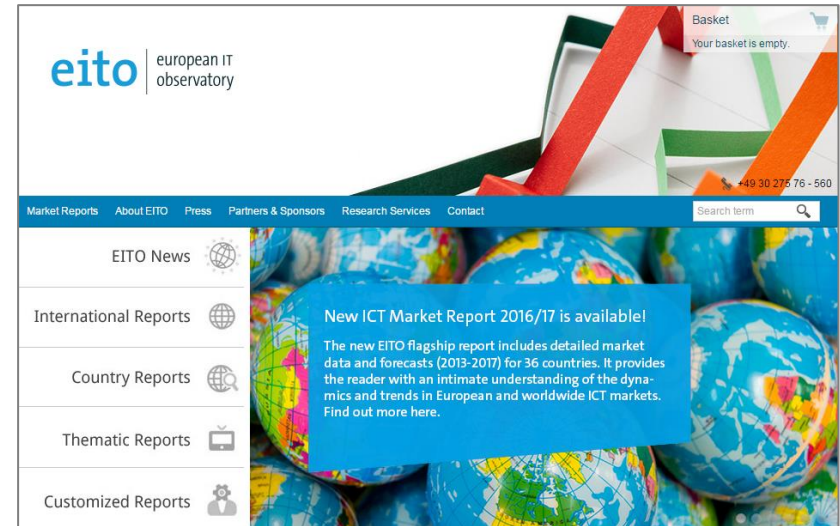
- Development of German and international ICT markets
- Market and technology trends
- Competitive analyses, benchmarking
- ICT usage by companies and private consumers
- Customer satisfaction surveys
- Interrelationships between the ICT market and macroeconomic/societal developments



International ICT market reports (EITO)

Bitkom Research owns and manages the »European IT Observatory« (EITO)

- Reports including ICT market data for 36 countries in Europe, America and Asia
- In depth analysis of relevant market trends (e.g. cloud, mobility, social media, big data)
- Research partners: IDC, GfK
- In cooperation with 11 ICT associations in Europe, the EU Commission, OECD



Our research services

Research design	<ul style="list-style-type: none">▪ Development of research concepts, questionnaires, multi-client-concepts
Desk Research	<ul style="list-style-type: none">▪ Secondary research: Evaluation of our own databases and analyses (e.g. EITO) and cooperation with research partners (incl. IDC, GfK etc.)
Primary research	<ul style="list-style-type: none">▪ Representative consumer and business surveys in cooperation with field service providers (CATI and online)▪ Expert interviews, group discussions, online-fora▪ Data evaluation, assessment, weighting, and analysis
Reporting	<ul style="list-style-type: none">▪ PowerPoint presentations▪ White papers, high-quality research publications
Consulting & talks	<ul style="list-style-type: none">▪ Recommendations based on research results (in writing and/or through workshops)▪ Speeches, moderation of discussions
Marketing & PR	<ul style="list-style-type: none">▪ PR and marketing based on research results

Our clients (selection)



Market research for companies: Reference project 1

- Customer: KPMG AG
- Topic: Data and analytics in German companies (2015, 2016)
- Method: Representative survey of companies in Germany
- Output: Powerpoint presentation, report, webinar
- Communication: Joint press conference by Bitkom Research and KPMG
- Link to [selected research results](#) and [media coverage](#)



Market research for companies: Reference project 2

- Customer: KPMG AG
- Topic: Cloud-Monitor (2014, 2015 and 2016)
- Method: Representative survey of companies in Germany
- Output: Powerpoint presentation, report
- Communication: Joint press conference and press releases
- Link to [selected research results](#) und [press release](#)



Market research for companies: Reference project 3

- Customer: Bundesdruckerei GmbH
- Topic: IT security in the context of digitization
- Method: Representative survey of companies in Germany
- Output: Powerpoint presentation, White Paper
- Communication: Press releases by Bundesdruckerei GmbH
- Link to [press releases](#) and [White Paper](#)



Market research for companies: Reference project 4

- Customer: LinkedIn DACH
- Topic: Migration of professionals to Germany (2013, 2014 and 2016)
- Method: Representative business survey in Germany
- Output: Powerpoint Presentation
- Communication: Joint press releases by Bitkom Research and LinkedIn
- Link to [press release](#) and [study results](#)



Market research for companies: Reference project 5

- Customer: LinkedIn DACH
- Topic: Application of Big Data solutions in HR Management
- Method: Representative business survey
- Output: Powerpoint presentation
- Communication: Press releases by Bitkom Research und LinkedIn
- Link to [press release](#) and [study results](#)



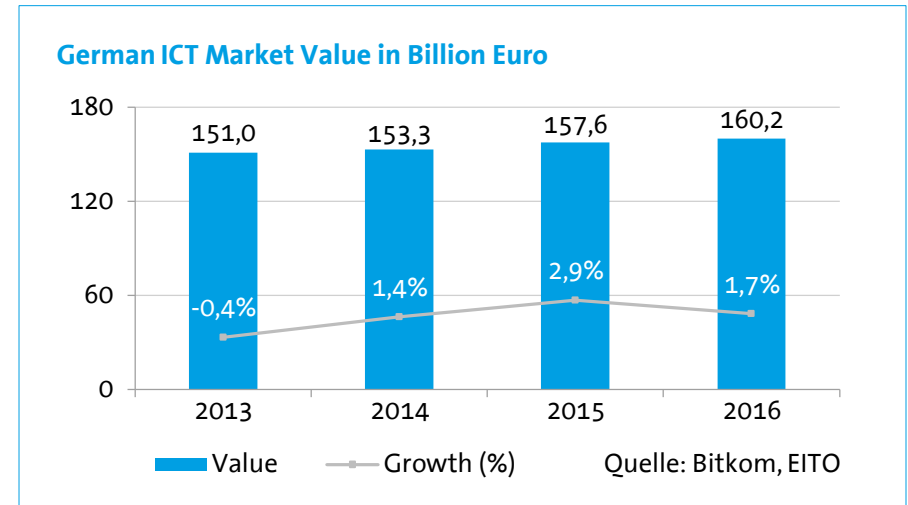
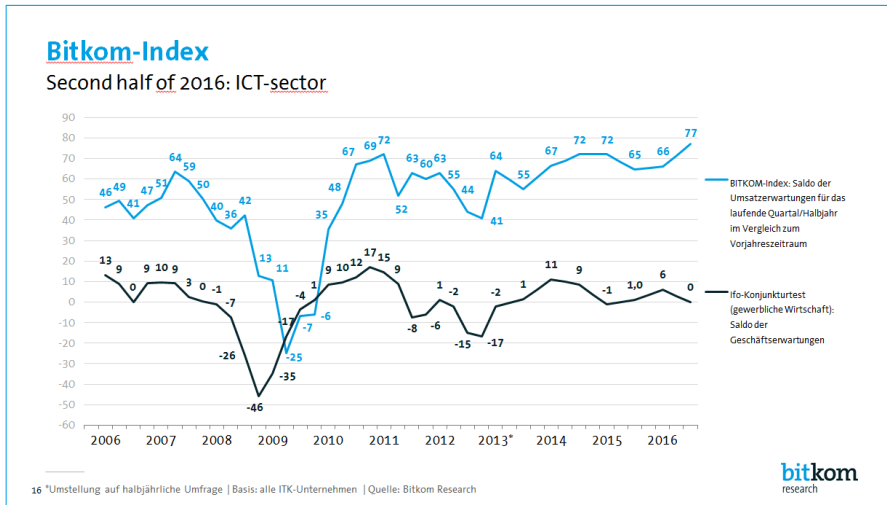
Market research for the public sector (selection)

- Customer: Bundesministerium für Wirtschaft und Energie (BMWi)
 - Topic: Measuring the uptake of digitization and smart networks in five sectors (education, energy, health, transport and administration)
 - In cooperation with WIK Consult and YouGov
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- Customer: Bundeskriminalamt (BKA)
 - Topic: research project „Hacktivist“
 - Online survey of 970 German companies (BKA-Panel)



Market research for Bitkom: ICT business cycle analysis

- Bitkom industry barometer
 - Bi-annual survey of German ICT companies
 - Bitkom-Index, market barriers etc.
- Analysis of the German ICT market
 - ICT market data and forecasts
 - Evaluating official statistics, e.g. foreign trade, employment, production



Market research for Bitkom: Surveys, reports, consulting

- Designing, organising and conducting consumer and business surveys for the professional work and PR of Bitkom
- Individual analyses and projections
- Research reports and publications
- Topics include
 - Big Data
 - Industry 4.0
 - Usage of social media
 - Future of consumer electronics
 - Skills shortage
- A list of our research projects carried out on behalf of Bitkom is available on our [website](#).



Why Bitkom Research

- **Experience:** The team of Bitkom Research has over ten years of experience in market research and business consulting and brings together experts with outstanding methodological and industry expertise.
- **Context & network:** As a subsidiary of Bitkom we have an eye for significant interrelationships and topics that affect the industry and its markets. We also regularly collaborate with the specialists of Germany's major ICT industry association.
- **Response:** We stand for high levels of acceptance and effective media distribution of survey results, frequently in collaboration with Bitkom.
- **Internationality:** Through the European IT Observatory, Bitkom Research has an international perspective of the market. Cooperating with our EITO partners allows us to set up research projects internationally and ensure that our results are publicised both in Germany and beyond.
- **Added value:** Our approach is characterised by individualised service, professionalism and pragmatism.

Contact

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