



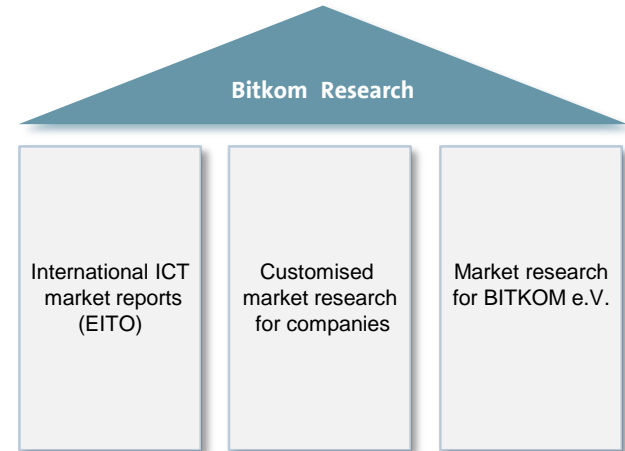
# Bitkom Research GmbH

Market research for the high-tech industry

# Bitkom Research at a glance

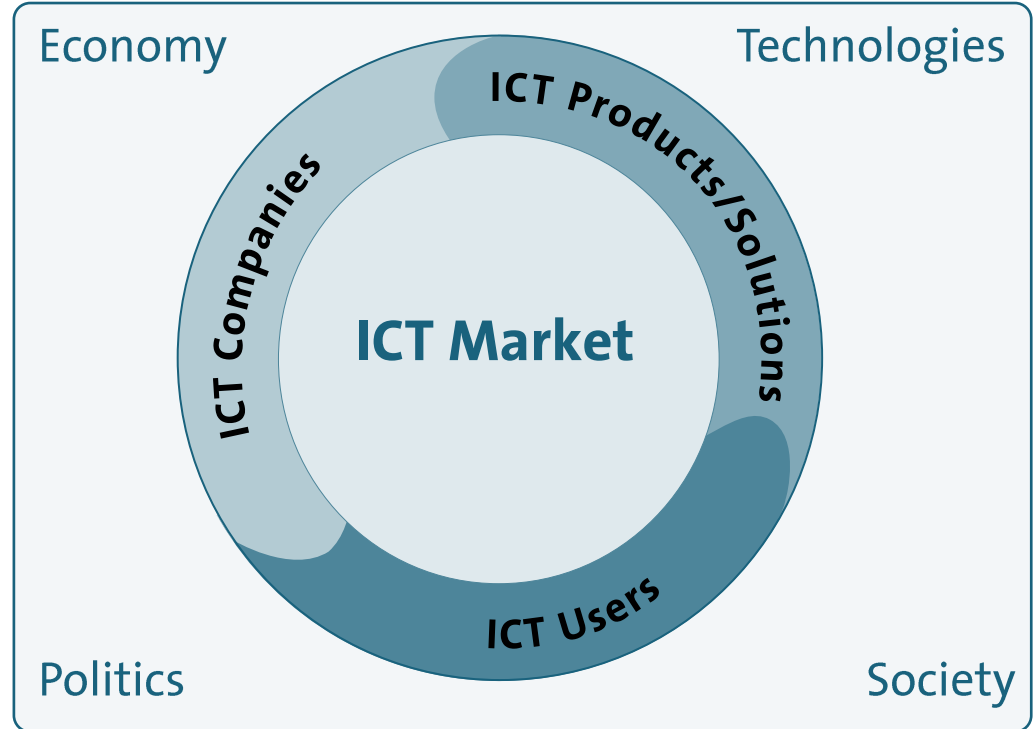
Bitkom Research GmbH is a 100% subsidiary of BITKOM, the leading German ICT industry association. We have three business units:

- **European IT Observatory (EITO)**
  - International ICT market data
  - Analyses of national markets, market trends
- **Customised 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

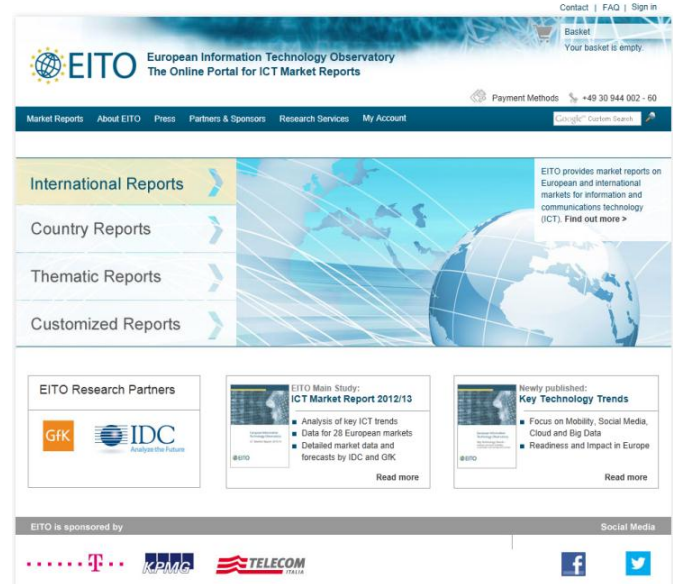
- Development of German and international ICT markets
- Market and technology trends
- Competitive analyses, benchmarking
- ICT usage by companies and private consumers
- Customer satisfaction surveys
- Interrelationships between the ICT market and macroeconomic/societal developments



# International ICT market reports (EITO)

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

- Reports including ICT market data for 34 countries in Europe, America and Asia
- In depth analysis of relevant market trends (e.g. cloud, mobility, social media, big data)
- Since 2008 online portal, 1993-2007 print editions
- Research partners: IDC, GfK
- In cooperation with 10 ICT associations in Europe, the EU Commission, OECD



The screenshot shows the homepage of the European Information Technology Observatory (EITO). The header includes the EITO logo, navigation links (Contact, FAQ, Sign in), a shopping basket icon, and contact information (+49 30 944 002 - 60). The main navigation bar lists Market Reports, About EITO, Press, Partners & Sponsors, Research Services, and My Account. The central content area features a large globe graphic and a list of report categories: International Reports, Country Reports, Thematic Reports, and Customized Reports. Below this, there are three featured sections: EITO Research Partners (GfK and IDC), the EITO Main Study: ICT Market Report 2012/13 (analysis of key ICT trends, data for 28 European markets, and forecasts by IDC and GfK), and newly published Key Technology Trends (focus on Mobility, Social Media, Cloud and Big Data, and readiness and impact in Europe). The footer includes sponsors (T-Mobile, KPMG, TELECOM ITALIA) and social media icons for Facebook and Twitter.

# Our research services

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

# Our clients (selection)



# Market research for companies: Reference project 1

- Customer: KPMG AG
- Topic: Cloud Monitor Germany
- Method/primary research:
  - Representative survey of companies in Germany (n=403)
  - Telephone interviews of CIOs, IT decision makers
- Design, evaluation and presentation
- Press conference and press releases by BITKOM
- Link to [selected research results](#) und [media coverage](#)



# Market research for companies: Reference project 2

- Customer: Facebook Germany
- Topic: How important is Facebook for companies in Germany?
- Primary research/method
  - Representative survey of companies in Germany (n=496)
  - Combined telephone (CATI) and online (CAWI) survey
- Design, evaluation and presentation
- Press conference and press releases by BITKOM
- Link to a summary of the [survey results](#)





# Market research for companies: Reference project 3

- Customer: LinkedIn Germany
- Topic: Mobile recruiting
- Primary research/method:
  - Representative business survey in Germany (500 HR decision makers from companies with at least 50 employees)
  - Representative consumer survey in Germany, Austria, Switzerland (700 students and employees between 18 and 55 years)
  - Online survey programmed and hosted by Bitkom Research
- Design, evaluation and presentation
- Press releases by LinkedIn and BITKOM
- Link to [selected survey results](#) and [media resonance](#)



Studienprojekt „Mobile Recruiting“  
Ergebnispräsentation für die LinkedIn Germany GmbH  
Bitkom  
Berlin, 28.10.2012

# Market research for companies: Reference project 4

- Customer: SponsorPay
- Topic: Gaming – user types & usage behaviour
- Primary research/method:
  - Representative telephone survey
  - Online-representative survey of gamers (504 gamers between 14 and 64 years of age)
  - Online survey programmed and hosted by Bitkom Research
- Design, evaluation and presentation
- Press release by BITKOM
- Link to [selected survey results](#) and [media resonance](#)

**SponsorPay™**



Studienprojekt „Gaming“  
Ergänzungspäsentation für die SponsorPay GmbH

Bitkom

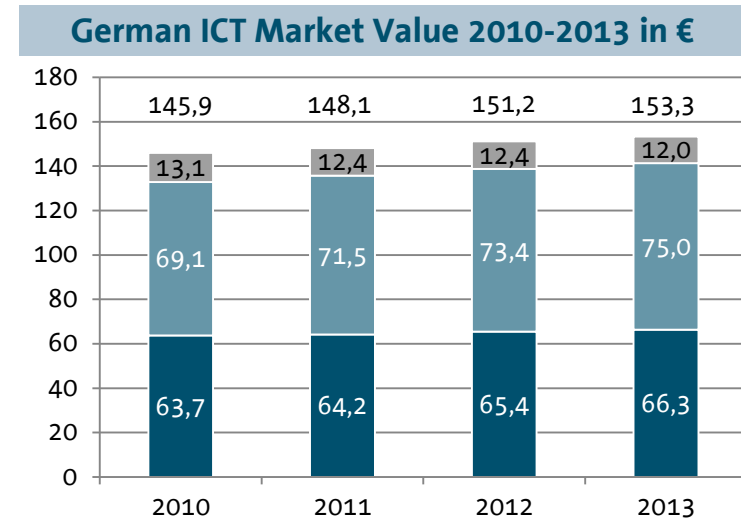
Berlin, 28.02.2013

# 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



Source: BITKOM, EITO

# 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
  - Consumer behaviour on the Internet
  - Future of consumer electronics
  - Skills shortage
- A list of our research projects for 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 Information Technology 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. We offer excellent value for money. Give us a try and you will be convinced.

# Bitkom Research – market research for the high-tech industry



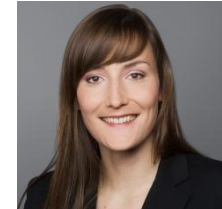
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