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## Case Studies

### Research Based White Papers

[IT Business Edge](#) is a privately held online media company that targets high-level business technology decision-makers, delivering the information, analysis and context that business technology decision makers need to devise strategies, optimize resources and capitalize on IT investments

As a Technology Intelligence Agent, IT Business Edge provides their audience with practical online content and useful tools such as white papers. The most important elements to building a successful white paper are "defining a clear explanation of relevant business issues" and using "current research and statistics".

IT Business Edge has engaged Palmer Research in a variety of research and lead generation projects over the past several years based on our knowledge of the technology market and our ability to develop and deliver impactful research. Most recently, our expertise was leveraged to develop a series of survey-based white papers on virtualization, covering topics such as Software-as-a-Service (SaaS), Business Continuity, Capacity Management and High Availability.

*"Palmer Research produces our research based white papers, handling both the design and execution of the research, and the writing of the white papers. In addition, Palmer Research conducts other research projects for IT Business Edge on an as needed basis. Their work is top notch and they always produce effective projects in a timely way, which assist in driving both our top and bottom line at ITBE."*

Phil Branon, President, IT Business Edge

### Events and Seminars

[InfoWorld Media Group](#), a division of IDG, is one of the world's leading technology media, research, and event companies that IT managers and decision makers rely on to identify new products and IT strategies.

Palmer Research was hired to create a series of research-based technology breakfasts with panels of experts and consumers to help InfoWorld to become the business to business thought leader in web based marketing innovations.

A total of 8 events were done between the East and West coasts. Topics included advanced software, podcasting, video and social media. As a result of the events, InfoWorld was able to secure its position as a leading technology resource and increased advertising revenue by several hundreds of thousands of dollars.

*"Media consumption and perceptions studies, conducted by Palmer Research, helped InfoWorld launch a series of new revenue initiatives around media types which, at the time, were missed or ignored by the competition. Palmer Research helped develop the research instrument, align the findings with InfoWorld products in-development, and deploy a series of go-to-market breakfast events, which helped InfoWorld launch these new programs with paying sponsors. Lacking the internal resources to pull it off ourselves, Palmer Research provided the expertise and turnkey execution needed to get the research and the actual events off the ground successfully. Highly recommended."*

Paul Calento, VP of Marketing, InfoWorld

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