

MEDIA RELEASE FROM BUSINESS ADVANTAGE GROUP

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For immediate release:

Business Advantage marks its 21st anniversary with 1,000th market research project

UK-headquartered IT, software and telecom industry research specialist [Business Advantage Group](#)¹ has announced that it has now completed over 1,000 market research, consulting, data analysis and sales development projects for clients including many leading international companies such as **3M, Canon, Dell, HP, Infor, IBM, Intel, Lexmark, Microsoft, Oracle, SAP, Sony, Sophos, Synopsys, Xerox Engineering Systems, as well as** many small to medium sized organisations.

Over 500 of the projects are in the CAD, CAM, PLM, GIS and AEC industries with more than 200 for **Autodesk**² - the global 3D design, engineering, and entertainment software and services company.

Chris Turner, Chief Executive Officer of Business Advantage comments: “Right from our foundation 21 years ago, our goal has been to enable our customers to out-perform their competitors by getting key activities right. Whether it’s strategy and planning, acquiring accurate market intelligence, or taking effective action to turn potential customers into real ones, we’re right by our customers’ side, providing the data and analysis to help them make the right decisions and grow successfully.”

He continues: “The success of this vision and the power of the intelligence we provide are reflected in our growth rate, which continues to accelerate. Over the last three years alone, our revenue has doubled. I’m particularly proud of the accumulated expertise and knowledge of our team – particularly the 200 projects for Autodesk which has covered most of the countries, disciplines and markets it addresses.”

Richard Humphrey, Senior Director for Autodesk, Inc adds: “Business Advantage has repeatedly demonstrated excellent project management and research skills. We’re a data driven company and Business Advantage has given us particularly good insights into multiple markets. The company always presents that information in actionable ways that influences and drives our strategy and tactics. I especially like the consultative relationship that has developed between Autodesk and Business Advantage. We know we can rely on its project teams.”

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Notes for Editors

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- 1. Business Advantage:** Formed in 1992, **Business Advantage** is a B2B market research, business development and marketing consulting practice operating in the global IT, Digital Communication and Telecommunications sectors. Their team of specialist researchers has undertaken B2B market research on a worldwide basis and has completed assignments for information and communications technology clients in over 100 countries, spanning five continents.

Business Advantage provides a wide range of services to many leading international companies, including **3M, Autodesk, Canon, Dell, HP, Infor, IBM, Intel, Lexmark, Microsoft, Oracle, SAP, Sony, Sophos, Synopsys, Xerox Engineering Systems** and many others.

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- 2. Autodesk** is a world leader in 3D design, engineering, and entertainment software and services. Autodesk helps people imagine, design and create a better world. Everyone—from design professionals, engineers and architects to digital artists, students and hobbyists—uses Autodesk software to unlock their creativity and solve important challenges. For more information visit autodesk.com or follow @autodesk.

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