

**Project:**

New Product Development/  
Competitor Analysis

**Research Type:**

Hybrid (Quantitative & Qualitative)

**Region:**

Worldwide

**Sector:**

IT Technology  
Process Engineering  
CAD/CAM/PLM

**Client:**

Matt Rodgers,  
Senior Software,  
Product Management  
Professional,  
Autodesk.

**Business Challenge**

Autodesk wanted insight into what users perceived to be the most important features of piping design software. They decided to look at the various strengths and weaknesses of their competitors' products, from the point of view of their competitors' customers, in order to position its own offering most successfully. They wanted information on the degree of satisfaction users felt for various products and exactly what their criteria for selection were. They wanted this competitor information globally and they wanted it from experienced users only.



This meant it was a particularly tricky challenge to achieve: firstly to track down the niche user base, secondly to qualify only experienced users, thirdly to ensure consistent results from a multi-lingual, multi-country project.

**Methodology**



Business Advantage left absolutely no stone unturned in their commitment to find enough experienced users in this highly specialist niche market. Despite the difficulty in tracking down these incredibly hard-to-find people across the globe, the company's determination and dedication to the task meant that they did achieve the ambitious target number of interviews in almost every case.

When the right people were located, they were then qualified by an appropriate and effective questionnaire that had been developed by Autodesk and Business Advantage working in partnership. This ensured that firstly, only data from experienced users was included in the analysis and secondly, that the data acquired would deliver the desired end result.

**Why choose Business Advantage?**

Business Advantage are regarded as an outstanding provider of research data to Autodesk. In addition, the company had a proven ability to bring in global, multi-lingual projects on time and on budget. Business Advantage are also regarded as having personnel who are respectful, professional and a pleasure to work with.

Business Advantage's specialist database of users was also considered a factor, as was the company's general approach to research: being able to elicit the most effective approaches through initial exploratory conversations, and also by being flexible enough to hone projects during their progression where needed and provide mid-point data.



*Autodesk is a fully diversified software company that provides targeted solutions for creating, managing and sharing digital assets.*



*Business Advantage is a B2B research, business development and marketing consulting practice operating in the global IT, Digital and Telecommunications sectors.*

## **What Impact did the result have on your business?**

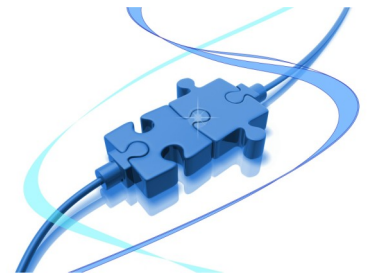
Autodesk was particularly impressed by Business Advantage's ability to give them a consistent, valuable insight on a global scale through their tenacious determination to search out the target users. The deliverables were extremely thorough, consistent and usable and enabled Autodesk's design and development teams to set key goals for new product developments to meet with the user preferences of their competitors' customers.

Matt Rodgers comments that:

*"One of the things we were most impressed with was Business Advantage's 'bottom up' approach. Rather than coming from a macro-economic approach, everything starts and ends with what the individual end user wants, which is very similar to the way Autodesk approaches business. We can also come to Business Advantage with an idea and outline and know that the company will aid us both to focus on how exactly we can then turn this idea into the most effective questionnaire for the task and also in tracking down our competitors' customers. The end deliverable for this project was a fantastic piece of work."*

## **Final comment from Matt Rodgers:**

*"This was a fantastic piece of work, incredibly thorough, that has given our design and development teams clear direction and targets."*



**For further information on this case study please contact:**

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