

Project:

Market Sizing,
New Product
Development

Research Type:

Hybrid (Qualitative &
Quantitative)

Sector:

IT
New Media
Manufacturing

Region:

North America

Client:

Abhi Singh,
Senior Product
Manager,
Content Solutions,
Autodesk.

Business Challenge

Autodesk wanted to understand the potential for a new web service that would allow designers to search and find building products and associated design content.



This required an in-depth understanding of the way that building product manufacturers in the USA were using digital content to market their products, and of the way that designers currently source and use digital content for building products.

Methodology

The research comprised 3 separate phases:

- 1) Desk Research and Exploratory Interviews with trade and industry experts to get an overview of the building product market in the USA, its size and growth trends.
- 2) Telephone Interviews with a representative sample of building product manufacturers to get a better understanding of their use of digital content, and their attitudes to using a web-based search solution to market their products.

- 3) A self-completion web survey was emailed to 20,000 Autodesk customers to gather intelligence on building product user practices and attitudes.



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.

Why choose Business Advantage?

Autodesk had used Business Advantage many times for large-scale research projects and knew that their researchers had the required expertise.

Abhi Singh, Senior Product Manager, Content Solutions, explains:

“We needed a company that could demonstrate a rigorous approach to a mix of telephone, web survey and secondary research. Great project management capability and a really good understanding of our US market were important to us too. Business Advantage checked all the boxes for us.”

What impact did the result have on your business?

“Business Advantage delivered exactly what we wanted. The project met all our objectives - we gained important insights into the needs of our customers, and to the marketing practice and plans of manufacturers in the US,” reports Abhi. “The research really crystallised the business opportunity for us and confirmed the direction we should be taking. As a result, our new web service – Autodesk Seek – is now up and running and helping designers in the architecture, engineering, and construction industries to find building products and associated design content in their preferred format.”

For further information please contact:

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Autodesk Seek
The online source for product specifications and design files

Search Products by: Manufacturer Community

All File Types Search

Autodesk Seek currently serves the U.S. AEC (architecture, engineering and construction) market

View Ruskin products on Autodesk Seek

RUSKIN.com
Air & Sound Control

Browse

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Doors [879]	CSI OmniClass 1.0
Curtain Walls [512]	CSI UniFormat 1
Louvers [405]	
Ceiling Systems [1472]	
Joists [232]	
Beams [890]	
Columns [193]	
Casework [713]	
Chairs [230]	
Sofas [26]	
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Tables [510]	
Ductwork [278]	
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