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**Project:**

Autodesk VSB Buyer  
Persona Research

**Country/Region:**

USA and Europe

**Sector:**

CAD

**Client:**

Nathalie Mainland,  
Senior Manager,  
Small Business  
Strategy and  
Development,  
Autodesk



Autodesk's Small Business Strategy and Development group, as its name suggests, focuses on Very Small Businesses (VSB) and turns customer needs and insights into actionable strategy and marketing.

**Business Challenge**

*"With the goal of increasing Autodesk's growth rate with Very Small Businesses we commissioned buyer persona research to understand similarities and differences between VSB across various industries, countries and cultures. The knowledge and insights gained are enabling better product positioning and more resonant marketing campaigns for VSB. Our objectives were achieved and we definitely got the information we needed from the research. Business Advantage impressed me with their ability and professionalism and I have already recommended them to others."* - Nathalie Mainland, Senior Manager, Small Business Strategy and Development, Autodesk

**Profile:** Autodesk helps people imagine, design and create a better world.



**AUTODESK**

Everyone—from design professionals, engineers and architects to digital artists, students and hobbyists—uses Autodesk software to unlock their creativity and solve important challenges. Within Autodesk multiple product and market groups focus on meeting the needs of particular industries, organizations or individuals. The Small Business Strategy and Development group, as its name suggests, focuses on Very Small Businesses (VSB) and turns customer needs and insights into actionable strategy and marketing.

**Methodology**

A Buyer Persona is a profile of an archetypal customer that represents needs of many. They are obtained by careful market research and enable your marketing to be better targeted, more consistently focused and more empathetically resonant.

Buyer Persona's are often 'fleshed out' in stories about fictitious people - who they are, what their pain points and motivations are, what their lifestyle is like.

Relentless focus on the target customer's pain points and motivations helps prevent the tendency of marketing campaigns to be too broad - better targeting equals more focused and likely more successful marketing.

**Solution—Why choose Business Advantage?**

*We selected Business Advantage primarily because they are a long term and well proven Autodesk Market Research partner. With nearly 200 market research projects completed for Autodesk they are obviously high calibre, quantitative and qualitative market research professionals who thoroughly understand Autodesk's business and markets. They fully lived up to and deserve their excellent reputation – I was delighted with their depth of experience, their responsiveness, their willingness to go above and beyond - they fielded and analyzed this research (more than 400 individual interviews across multiple countries and languages) to*

**Autodesk® for  
Small Business**



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

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**Solution—Why choose Business Advantage?  
(continued)**

*an extremely tight timetable, their flexibility to adapt and tune the process based on the initial results.*

*The project ran very smoothly, reporting was regular and any course adjustment executed flexibly and immediately.*

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

*The results corroborated and validated our VSB expectations – for example most are pressed for time, wear many hats and need to tightly manage costs – but we also noted very interesting differences between industries and countries – for example with respect to reseller relationship expectations.*

*In addition we gained useful competitive insights on the software tools VSB use – not just on the expected major competitors but also on how they use many, often ignored, small competitors.*

*Business Advantage innovated with cluster analyses too but the fundamental persona definition was the key deliverable and we got what we wanted from the research.*

*They thoroughly impressed me with their ability and professionalism and I have already recommended them to others.*