



## **MEDIA RELEASE**

**January 21, 2014**

**For immediate release:**

### **Business Advantage Announces Partnership with OnTarget Partners**

The IT, software and telecom industry research specialist [Business Advantage Group](#) announced its international partnership with OnTarget Partners, a US based B2B research and marketing firm founded in 1997.

Chris Turner, CEO/Managing Director of Business Advantage said, "Our partnership combines Business Advantage's international and multi-lingual market research and sales development capabilities with OnTarget Partners extensive marketing capabilities. The combined service has been delivered seamlessly to OnTarget Partners' US customers when international research has been required."

Ed Trachier, Founder and CEO, OnTarget Partners said, "we've worked successfully together with Business Advantage on a number of European and Latin American projects and have been delighted by the compatible cultures and work standards of our teams that have delivered real value to our clients. Working with Business Advantage has been "stress-free, seamless and successful" as one of our shared BPO clients stated recently."

Business Advantage's team of specialist researchers has undertaken B2B market research and consulting on a worldwide basis and has successfully completed over 1,000 assignments for information and communications technology clients in over 100 countries, spanning five continents.

OnTarget Partners offers lead generation, marketing, research, creative and online solutions and services to the US B2B marketplace and supports some of the most sophisticated technology companies in the world with their go-to-market strategies.

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## Notes for Editors

**For press and media enquiries, please contact:**

**UK & EMEA:** Marc Catchpole at The Marketing Eye E: [marc@themarketingeye.com](mailto:marc@themarketingeye.com) or by phone on +44 (0) 7920 689026

**US & Americas:** Lauren Koziel at Strategic Reach PR E: [lauren@prstrategicreach.com](mailto:lauren@prstrategicreach.com) or by phone on +1-303-487-7406

**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, Xerox** and many others.

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Or contact Reka Farkas, Associate Director by email on [reka.farkas@business-advantage.com](mailto:reka.farkas@business-advantage.com) or by phone at +44 (0)1689 873636 (UK and EMEA) or Bill Gordon, VP Business Development by email on [bill.gordon@business-advantage.com](mailto:bill.gordon@business-advantage.com) by phone at +1 650 558 8870 (US and Canada).

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