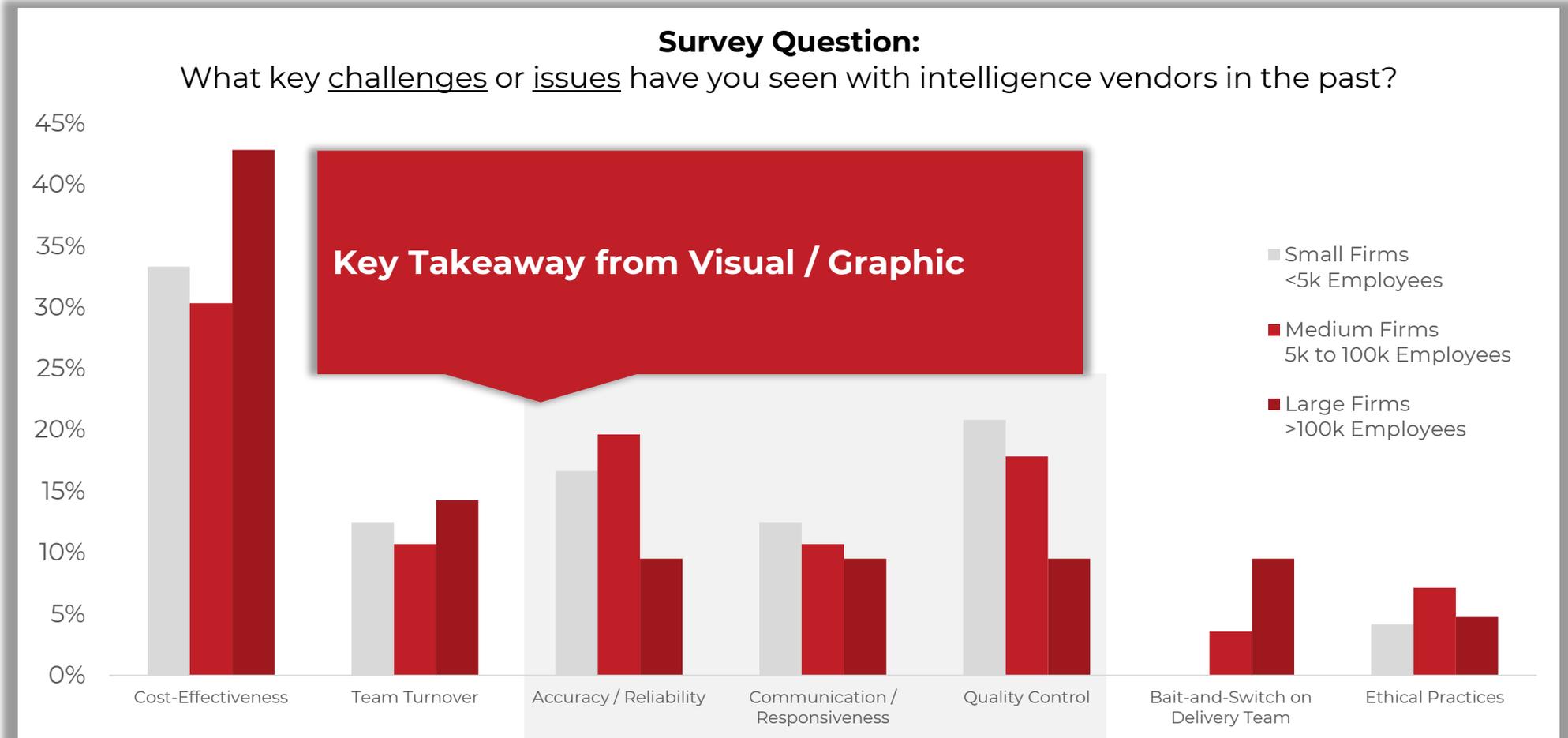


“Answer” in Headline as a Summary Sentence

Key Insights

- Supporting Insight #1
- Supporting Insight #2
- Supporting Insight #3

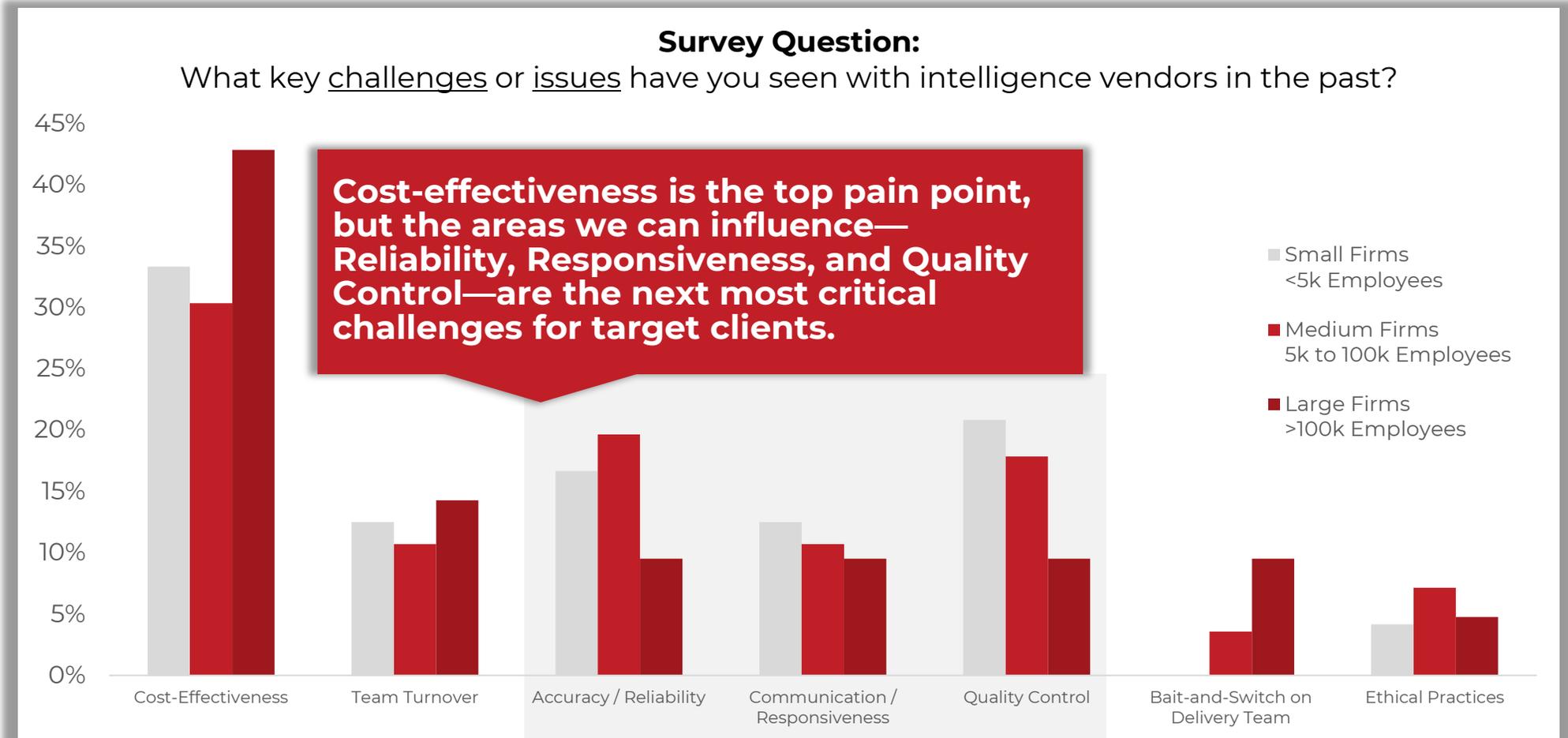


Call to Action for Stakeholders

Beyond Costs, Reliability, Responsiveness, & Quality are the top challenges research buyers have with intelligence vendors, areas we can improve!

Key Insights

- **Cost dominates as key concern**, 43% of large companies cite poor cost-effectiveness with vendors.
- **Trust issues hit large firms hardest**, Vendor Turnover & Bait-and-Switch impact Large companies most.
- **Quality remains an issue**, small and mid-sized companies over index on Vendor Accuracy and Quality concerns.



 We must invest in our operating processes to ensure our research is backed in legitimate data, we respond to clients fast, and we push out great quality reports and ultimately build strong trust with targets of all sizes