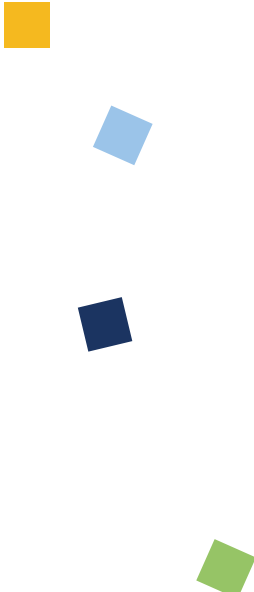
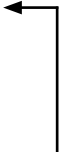




Service Information and Schedule



WWW.OMNIBOSS.COM





■ OmniBoss Services

OmniBoss is a growing family of low-cost, flexible research surveys. They deliver fast, well-researched answers at a price that all budgets can meet. You pay only for the questions you want answered, even if there's only one question.

These are our current services. We'll be adding more soon, so check the website or call us if the OmniBoss service you need isn't listed here yet.

■ Enterprise

Surveying companies with more than 1000 employees.

■ SME

Small business 5-250 employees
Mid-market 251-999 employees

“ OmniBoss was the perfect tool to get the market feedback we needed to add muscle to our campaign ”

■ OmniBoss Deliverables

Firstly, we'll help you design the questions to ensure you get the quality of response you need at the best price. That's part of the service.

Our level one deliverable is a basic table and chart. It provides the feedback you need more quickly so you can interpret the findings in the light of your own knowledge of your business.

Additionally, we can provide a management summary of the findings or a fuller interpretative report and presentation, if that's what you need.

Finally, if you'd like us to present OmniBoss findings at customer or press events, then we can do that for you too.

■ OmniBoss Uses

OmniBoss can provide information and insight right through the marketing cycle. Here are a few of the ways IT vendors are already using OmniBoss:

News content development

- For media relations
- For your website
- For collateral, events and sales promotions

Market Monitoring

- Technology penetration and rate of adoption
- Monitoring brand and channel preferences
- IT and Business issues tracking

Monitoring Marcomms effectiveness

- Monitor awareness and perception levels at regular intervals
- Track recall of your (and your competitors') campaigns

Call now to reserve your space on the OmniBoss service that meets your needs.

**Tel: +44 (0) 1635 550449 or
email: enquiries@omniboss.com**

OmniBoss Service Data and Schedule

	Enterprise	Mid-market	Small business
Countries	UK, France, Germany		
Size of company	Companies with more than 1000 employees in the country being researched	251-999 employees	5-250 employees
Respondent	CIO, IT Director, Senior IT Manager are typical job	IT decision-maker - job title will depend on size of company	
Respondents per country	100 per country	200 per country	200 per country
Sectors	Interviews shared between Financial services, Manufacturing, Retail/distribution/transport and Other commercial	All commercial sectors are included	

	OmniBoss Enterprise and SME Schedule		
	UK	France	Germany
When does OmniBoss run?	Every month	January, April, July and October	
Deadline for questions?	28th of month prior (exception, December 18th)		

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Price per question per country

	Example questions	Enterprise	Mid-market	Small business																																										
Yes/No or 1-5 rating question	<p>1) Have you had any experience of using service level agreements (SLAs) in managing services/outsourcing agreements?</p> <table border="1"> <tr> <td>Yes</td> <td>1</td> <td>CONTINUE</td> </tr> <tr> <td>No</td> <td>2</td> <td>GO TO Q17</td> </tr> </table>	Yes	1	CONTINUE	No	2	GO TO Q17	£200	£300	£300																																				
Yes	1	CONTINUE																																												
No	2	GO TO Q17																																												
Multi-choice question with up to 4 alternative answers	<p>2) Is your company's call centre perceived to be a cost centre or a profit centre?</p> <table border="1"> <tr> <td>Cost centre</td> <td>1</td> </tr> <tr> <td>Profit centre</td> <td>2</td> </tr> <tr> <td>Don't have a call centre</td> <td>3</td> </tr> <tr> <td>Don't know</td> <td>4</td> </tr> </table>	Cost centre	1	Profit centre	2	Don't have a call centre	3	Don't know	4	£400	£500	£500																																		
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Multi-choice question with more than 4 alternative answers	<p>4) What part of your computing and communication infrastructure would you consider moving to managed services/outsourcing first? (Please select one item from the list below)</p> <table border="1"> <tr> <td>Desktop</td> <td>1</td> </tr> <tr> <td>Servers</td> <td>2</td> </tr> <tr> <td>Network infrastructure</td> <td>3</td> </tr> <tr> <td>Enterprise applications</td> <td>4</td> </tr> <tr> <td>Security</td> <td>5</td> </tr> <tr> <td>Other (please specify)</td> <td>6</td> </tr> <tr> <td>All of the infrastructure</td> <td>7</td> </tr> </table>	Desktop	1	Servers	2	Network infrastructure	3	Enterprise applications	4	Security	5	Other (please specify)	6	All of the infrastructure	7	£600	£700	£700																												
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Open-ended question	<p>6) Please say why your company is planning to outsource its internal communications systems in the next 12 months. Please write your answer in the box provided</p>	£1000	£1200	£1200																																										