

Publications

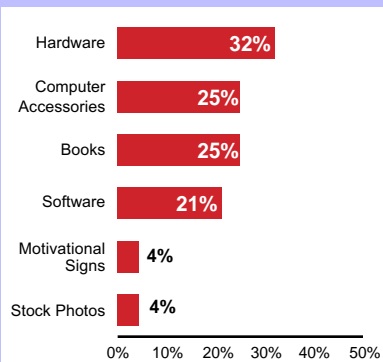
<i>Corporate Color: Understanding the Market Dynamics for Production-grade Color Computer Printers</i>	8/01
<i>Color in the Office: The Dynamics of Adoption</i>	9/98
<i>EDSF's Defining the Document Industry</i>	5/97
<i>Barriers to Color Adoption</i>	12/92
<i>Color Copy Quality—How to Compete with Canon</i>	4/91 & 2/92
<i>Color Business Report</i> monthly newsletter	Since 1991
Xplor's annual <i>Technology Directions Survey</i>	Since 1990
<i>User Requirements for Plain Paper Fax</i>	11/90

Clients

Among the organizations using Blackstone Research's consulting services are:

Apple Computer
Canon USA
Datacolor
Eastman Kodak
EFI
Entire
Fuji Photo Film
GretagMacbeth
Hewlett-Packard
Indigo America
NEC
New England Business Service
Ricoh
Xerox (and Tektronix)
Xplor International
Zebra Technologies

Items Purchased on the Web



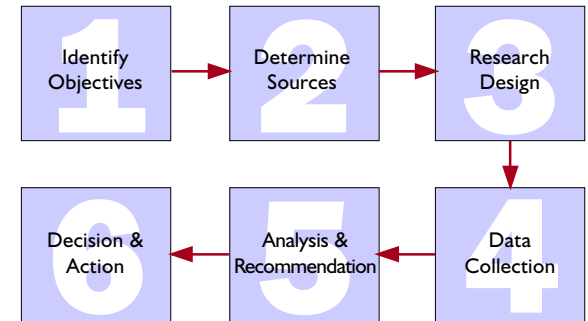
Contact Blackstone Research Associates today, to learn how our industry experience and learning power can add to your company's success.



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Custom research from Blackstone Research Associates

The Research Process



1. Identify Objectives

When properly stated, most research issues can be boiled down to two or three simple statements which echo the decisions to be supported.

2. Determine Information Sources

Survey research is usually only part of the answer. It is critical to be able to select the appropriate resources.

3. Research Design

Planning the program in phases allows for early results and an opportunity to reevaluate the research objectives. Part of the design process is to learn about the people who are going to use the research, and identify their key areas of concern.

4. Data Collection

A research plan needs careful attention in order to meet objectives. Direct involvement places the analyst in close contact with research targets. Our research methods enable us to capture more than just the numbers, giving you valuable insight into the respondent's thought process.

5. Analysis and Recommendations

Survey results and information from secondary and other sources are organized to develop a set of recommendations and an action plan.

6. Decision and Action

The chief goals of most research projects: an informed business decision and a definite course of action.



About Blackstone Research Associates

Blackstone Research Associates advises clients through:

- Custom Research
- Research Publications
- Newsletters

Blackstone Research Associates provides custom market research and strategy consulting services to product managers, strategic planners, and R & D executives in the computer industry. Survey-based primary research supports many assignments.

In addition to proprietary research, Blackstone Research publishes industry reports. Topics have included color copy quality, color printer and copier cost of ownership, and color peripheral product adoption. Blackstone Research Associates also publishes the *Color Business Report*, a monthly computer industry newsletter.

Michael Zeis, President

Michael Zeis, President of Blackstone Research, has been implementing primary research projects to study the assimilation of new document technologies by businesses for over 20 years. Blackstone Research is skilled in learning adoption and usage motivations through primary research and case studies.

Since 1990, Zeis has conducted the annual *Technology Directions Survey* for Xplor International. Prior to founding his own company, Zeis was Vice President of Research at BIS Strategic Decisions, a multinational research and publishing company focusing on documents and imaging. He started his research career at International Data Corporation, and holds an MBA from Boston University.



Examples of Project Activity

Concept Evaluation—Short Run Color Printers & Color Management

Several projects collected case study data to learn customer and prospect reaction to substitute technologies. In-depth interviews developed an understanding of how firmly attached customers and prospects were to the products they were using at the time, and determined the target market's perception of the attributes and shortfalls of the new technology.

Product Success Cases—Desktop Color Printers

To support public relations and marketing communications programs, Blackstone Research supplied a set of case write-ups describing customer success with the client's products.

Beta Test Participants Recruiting—Desktop Color Printers

Blackstone Research recruited companies to participate in a beta testing program for a new printer.

Lost Sales Evaluation—Computer Component

Through telephone interviews, Blackstone Research learned why prospects' enthusiasm at trade shows had not translated into requests for prototypes.

Market Entry Evaluation—Supplies

- Developed a strategic assessment of the printer supplies aftermarket for a desktop printer manufacturer.
- To set the groundwork for potential market entry, prepared a four-hour presentation describing the manufacturing and distribution chains for toner and ink jet ink.

Distribution Channel Selection—Business Forms Manufacturer

To support a client's foray into retail sales, developed a map of the alternatives small businesses use when purchasing printed collateral.

Office Printer Technology Preference by Size of Company

