

Market Research Program

(with Identified Future End-User projects)

Challenge

A leading high-end computer manufacturer sought to position its new storage product(s) into the Oil & Gas industry. Although they already had a solid position with a niche application (visualization) within the industry, they were not well-known for their unique mass storage hardware and specialized storage management software. Before moving forward with the expense of a large product marketing campaign, it was imperative to determine the level of their awareness within the Oil & Gas industry as well as how they would be perceived in the storage category amongst the current competitors' solutions. It was also important to learn the current pains and needs of the largest buyers/end-users and position them as early adopters of this new technology.

Solution

After investigating options, it was determined that Minecor's Research Program was the best way to accomplish the goals. Minecor was selected by virtue of their high level of expertise and cost-effective services.

Two Minecor Sales Specialist II's were used for this Research Program. Minecor segmented its Master Database (>750,000 contacts spanning all verticals within Corporate, Government, and Education) into a target list of all Oil & Gas companies prioritized by SICs and line of business relevant to the project.

Requirements

1. 50 completed surveys from high level contacts (CIO, CTO, VP IT, Director IT)
2. Tenured industry-proven Sales Specialists to maintain client's image
3. Expertise to understand and communicate complex technologies
4. Capability to obtain information consisting of over 100 data captures
5. Weekly reporting of activity and success rate
6. Periodic reporting of Marketing Intelligence and a full analysis of results
7. Determining current environments and obtaining pain points that can be leveraged as a future sales opportunity
8. Easy migration of data to client's CRM (Customer Relation Management) and/or SFA (Sales Force Automation) system
9. Instant notification and transfer of details to client Marketing Executives
10. Ongoing analysis of Market trends
11. Marketing feedback of competitive landscape
12. Marketing feedback regarding product/service offerings

Solution Overview

Profile: Computer & Storage Manufacturer (Tier 1)

Company: Well known for high performance computers and visualization technology

Channels: Sells Primarily through VAR's (Value Added Resellers) and SI's (Systems Integrators)

Challenges:

1. Position new storage product within Oil & Gas industry
2. Obtain market intelligence related to current perception of buyers, competitive landscape, and end-users' obstacles
3. Determine buying criteria within Oil & Gas industry

Minecor Services Used:

Market Research Program

- 2 Minecor Sales Specialists
- Minecor's Master Database(880,000 contacts spanning all major industry verticals)
- Personalized e-mail Campaigns

Results:

- 78 Surveys completed
- 30 Partial surveys
- 25 Identified storage leads
- 33 Potential future storage related projects
- Marketing Analysis Objective Completed

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Details

Minecor began by meeting with the client to learn the overall goals and objectives and determine the specifications required to prepare, implement and achieve a successful market research program.

Minecor then began researching all collateral and training materials related to client's products. This was followed by research initiative into the competitive companies and products to further understand the market and various strengths and weaknesses of other solutions. Once, the research was complete Minecor, along with the client, determined the most valuable capture elements that need to be obtained during the conversations with the top influencers/buyers in the Oil & Gas industry.

The capture elements were integrated into the call guide and the first draft was completed. Minecor solidified the approach and techniques to transition a call into conversation by using past experience. The database development took place immediately after the call guide and reporting details were configured. The final approved database encompassed a total of 117 data points.

Minecor selected two experienced Sales Specialist and began the internal program briefing. Further training took place just before the launch of the program and was conducted by the client's Product Marketing Manager.

This began the usage of the funds allocated for this project; Minecor typically does not charge for the research and setup costs to launch a program.

Results

108 Surveys

Sample of contacts surveyed:

Title	Company
Director Subsurface IT	Shell Oil Company
Mgr. of Exploration & Production Systems VP and CIO	Anadarko Petroleum Corporation Burlington Resources Inc.
VP Operations, Mid-Continent Division	Burlington Resources Inc.
General Manager Exploration	Chevron Texaco Corporation
Geologist	ExxonMobil
VP Strategic Planning and Treasurer	Global SantaFe Corporation
VP of Storage	Gulf South Pipeline Company
VP Drilling Productions and Economics	Halliburton Company
Dir. Exploration and Production Sys.	Occidental Petroleum Corporation
Director Information Technology	Signa Engineering Corp.
President, Veritas GeoServices	Veritas DGC Inc.
SVP Technology	Veritas DGC Inc.
VP Exploration	Cheniere Energy, Inc.
VP; President, Cheniere LNG	Cheniere Energy, Inc.
SVP Information Technologies and CIO	Chesapeake Energy Corporation
VP Operations Support	Diamond Offshore Drilling, Inc.
CIO	Hombeck Offshore Services, Inc.
Chief Geophysicist, Western Hemisphere	PGS Data Processing
Vice President of IT	TETRA Technologies, Inc.
Manager of Exploration and Technical Syst.	Amerada Hess Corporation
MIS Technical Lead	Amerada Hess Corporation

Results (continued)

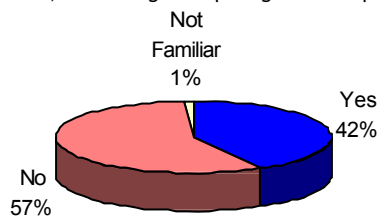
Results were analyzed into the following progressive categories:

1. Awareness Level & Perceived value in the Oil & Gas industry
2. Usage Measurement of Client Products
3. Surveyed Participant Areas of Involvement within Industry
4. Technology Refresh Rates
5. Pain Points & Challenges
6. Operating Systems
7. Current Environment
8. Future Planning and Requirements

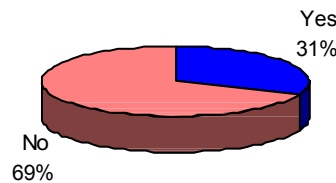
Partial Sample output:

1. Awareness: It was determined that a majority considered the client as prominent in Visualization and High-end Computing, but for less considered as a standard for Storage or Collaboration.

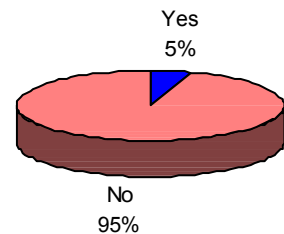
Consider *client co.* as an End-to-End Computational, Visualization, and Storage Computing Solutions provider?



View *client co.* as a de facto standard for Visualization?

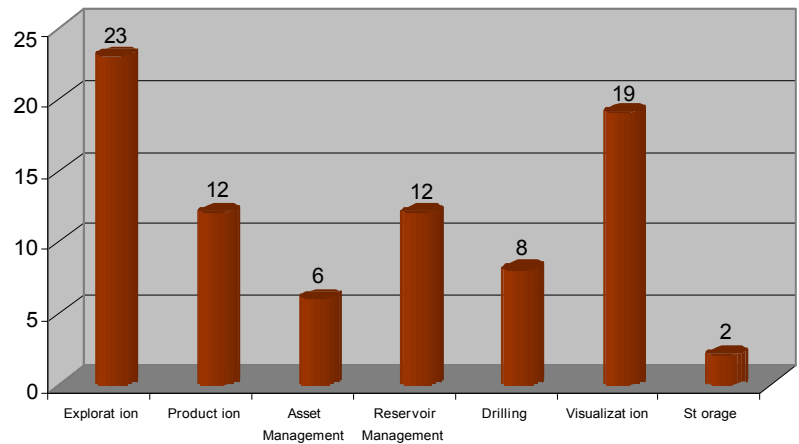


View *client co.* as a de facto standard for Storage?



2. Usage Measurements: Usage of the client's storage was considered low in comparison with other product usage in the various computing environments.

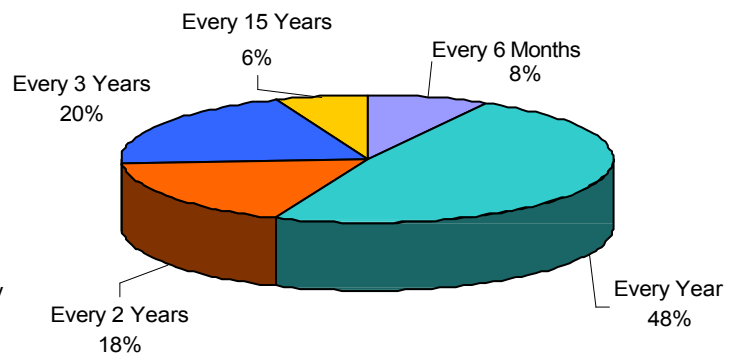
Where do you currently use *client co.* products?



3. Areas of Involvement within industry: Results of Market Research Surveys can be cross-analyzed by various industry fields of expertise.

4. Technology Refresh Rates: A significant percentage of technology refreshes are conducted every year.

Oil & Gas Computing Technology Refresh Rates According to Industry Decision-makers

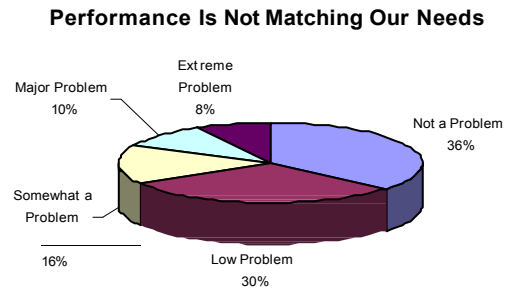
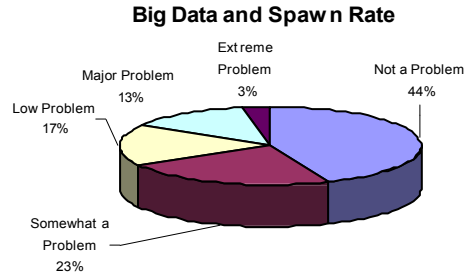


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Results (continued)

5. Pain Points & Challenges: Here are two samples of nine pain points identified/evaluated.



6. Operating Systems: It was found that a majority of operating systems were Windows NT (61%) followed by a myriad of UNIX flavors. Tertiary Operating system was also identified.

7. Current Environments: The following computer environments were summed and assessed –
Hardware

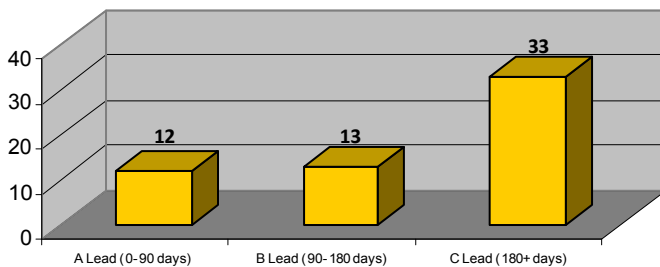
- a) PCs
- b) Workstations
- c) Clusters - 1U
- d) Clusters – blades
- e) High Performance Systems
- f) Mainframes

Software

- a) System Management
- b) Data Management
- c) Database Engine
- d) Data Archiving & Backup
- e) Seismic Processing; Interpretation; Modeling
- f) Production; Well Planning; Drilling; Reservoir Management

(Many other categories were also addressed)

Lead Output as Byproduct of Market Research



8. Future Planning & Requirements: A desired byproduct of identified future sales opportunities or project was also considered a successful result of this Minecor Market Research Program.

For more information about Minecor's Revenue Generation Programs or other Minecor services contact Minecor Business Development:

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