

B2B TECHNOLOGY



**GIM | GESELLSCHAFT FÜR
INNOVATIVE MARKTFORSCHUNG**

› GIM Profile

GIM B2B Technology

AGENDA



GIM Profile | Some Facts about GIM

GIM is one of Germany's largest market research institutes.

29

Years of Experience

Qualitative and quantitative market research
Owner-led company

International Research

2016 Research in more than 50 countries
Established international partner network



Full Service Institute

With own facilities and field department in Heidelberg



Based in Heidelberg

Subsidiaries in Berlin, Zurich, Lyon & Shanghai



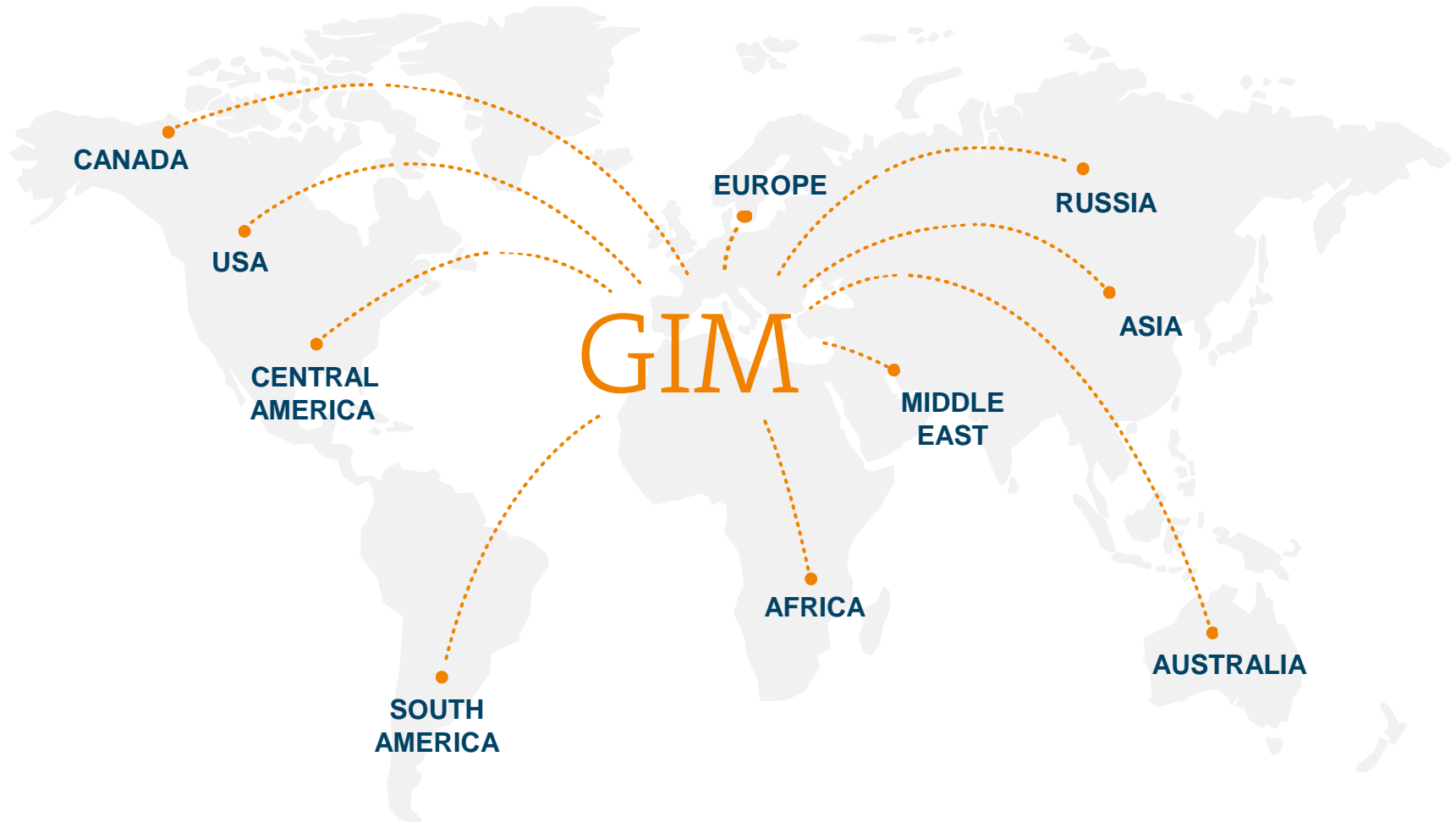
Hidden Champion



Top Market Research Agency

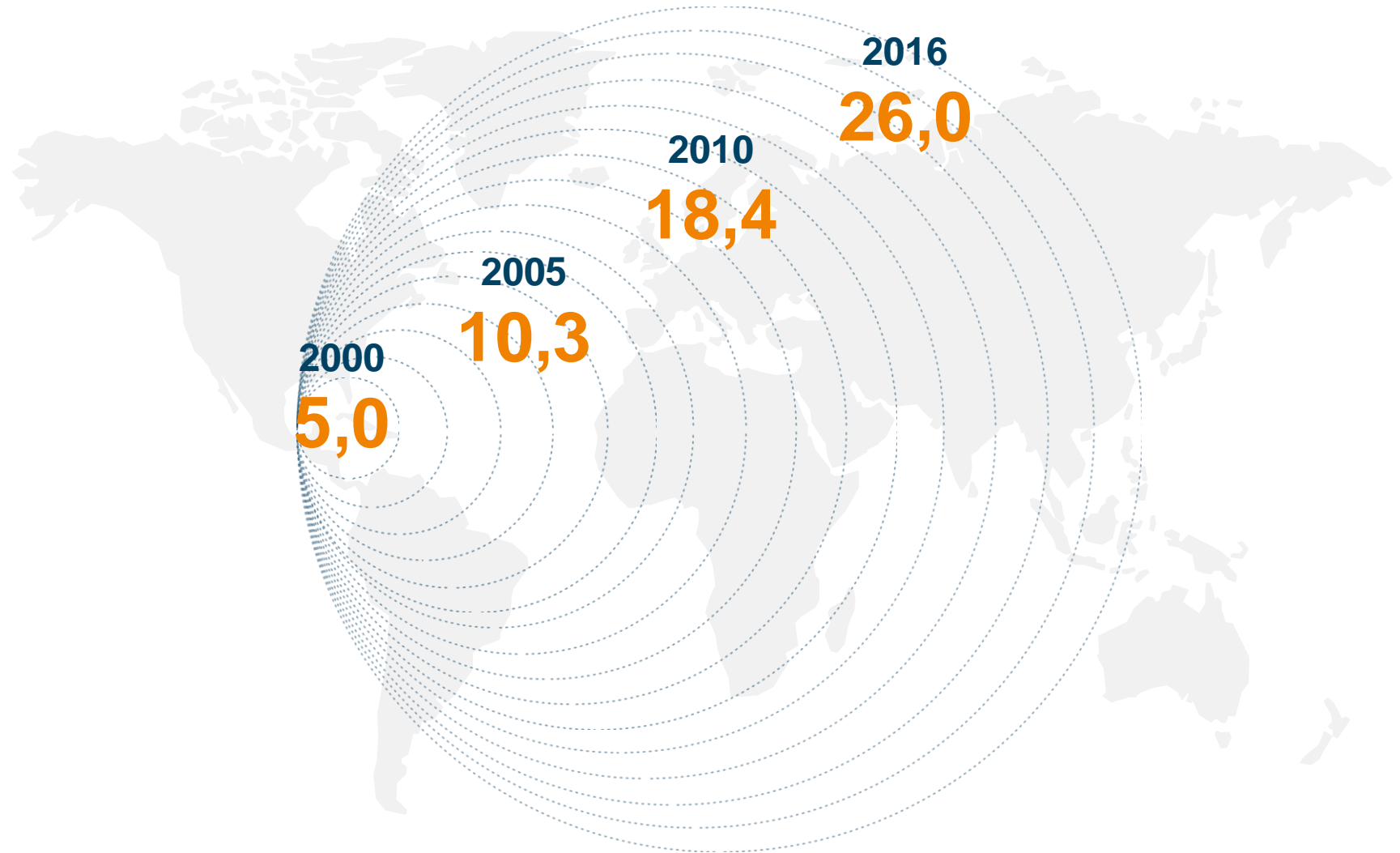
GIM Profile | GIM International Network

Research around the globe – GIM provides a strong network.



GIM Profile | GIM Turnover 2000 – 2016 (in m. €)

Continuous growth – independent and owner-managed.



GIM Profile | Why GIM?

Diverse characteristics, one goal: relevance.

Qual-Quant Link

Customized Research

Industry Expertise

Large-Scale Studies

Target Group Experience

Passion & Team Spirit



GIM Profile | Why GIM?

We take nothing for granted

- Refine the objectives together with our clients is key
- Consulting starts with the proposal

We provide solutions not methods

- Methods are means to an end: the research objective determines the method of choice
- Adaptive approach: balance efficiency & detail
- Easy to understand results without lacking depth
- Regardless of quantitative or qualitative research: we speak with one 'voice'

We don't stop with the presentation

- No hit & run: long-term client relations are our primary goal
- More than just research: we don't just provide data, we help to implement the results



GIM Profile | GIM Team



Diversity

An Interdisciplinary team –
more than 100 researchers



GIM Profile | GIM Key Industry Expertise

Research for all industries – rich experience for almost 30 years now.



**AUTOMOTIVE &
MOBILITY**



**B2B /
CAPITAL GOODS**



HEALTH



SERVICES



**RETAIL &
SHOPPER**



FOOD



**BEAUTY &
HOME**



**HOME &
TECHNOLOGY**



MEDIA



**PUBLIC
SECTOR**

GIM Profile | How Do We Research?

Discover our research solutions: **GIM SUITES** (excerpt).



GIM SUITES



GIM Profile

› **GIM B2B Technology** 

AGENDA



GIM B2B in a Nutshell | 1

We can draw on a rich experience

- Conducting projects in the field of capital goods / B2B since 1998, both qualitative and quantitative
- Expertise in content, target group specific survey methods, and an appropriate infrastructure for fieldwork organization specifically geared to the requirements of B2B market research
- Need-oriented, user-specific and tailor-made B2B research
- National and international

We rely on passionate staff

- Senior research team with diverse academic backgrounds
- Team of experts for the area of “b2b technology”
- Uniform quality standards worldwide: Thanks to well-established work processes and organization routines and steady cooperation with experienced partners abroad



GIM B2B in a Nutshell | 2

We cover a wide range of industries, trades & product categories

- **Construction systems & producer goods:**
e.g. power tools, fastening technologies, construction chemicals, mechanical engineering
- **Professional cleaning devices:**
e.g. vehicle cleaning systems, sweepers, high pressure cleaners, industrial vacuum cleaners, wet & dry vacuum cleaners
- **Heating & renewable energy:**
e.g. heating & ventilation technologies, solar panels, photovoltaic
- **Commercial vehicles**
e.g. trucks, vans and transporter
- **Chemical Industry:**
e.g. adhesive technology, cleaning chemicals, facade foil, bio- and special chemicals, construction chemicals, passive fire prevention
- **Engineering:**
e.g. water treatment systems, computer numerical control systems
- **Transport & Logistics:**
e.g. aircraft construction, shipping and transport industry, storage systems



GIM B2B | What we do

Strategic Research

- Target group understanding
- Purchase decision making analysis
- Segmentations
- Product innovation workshops
- Insight generation & visualization
- Brand core & brand development research
- Communication strategy development
- Strategic launch research
- Ethnographic research
- Surveys on pricing and market potential
- ...

Ad-hoc Research

- Concept tests, concept labs / workshops (products and communication)
- Product tests / jobsite use tests
- Usage clinics in the form of product or handling tests under “real-life” conditions
- Usability studies
- Handling tests, packaging tests
- Communication tests, folder tests
- Touch point analysis
- Motivations & barriers studies
- Job satisfaction surveys
- ...

Tailor-Made &
Standardized

Qualitative &
Quantitative

Offline &
Online



GIM B2B | Target Groups

You can rely on our rich target group experience:

Users

(Purchase)
decision-makers

Engineers

Experts

Planners

Architects

CEOs

Senior Managers



***“Speaking the language
of the target group!”***

GIM B2B | Our B2B-Team



Qualitative Research



Lutz Goldschmidt
Senior Research Manager



Sebastian Gräfe
Research Manager



Marc Arnold
Senior Research Director



Dr. Jörg Munkes
Corporate Director



Dr. Björn Huber
Research Manager



Daniel Braner
Research Manager



Anja Mathes
Research Manager



Patrick Marby
Senior Research Manager



Quantitative Research