



Hattras delivers unsurpassed qualitative customer research to the storage and data center industries. Our clients hear insightful, customer perspectives that do not typically surface through conventional marketing research. Our value is delivered by helping companies acquire a detailed understanding of how their customers and their competitors operate.

Hattras Provides

Clear insights to the benefits customers desire and features they require

Unanticipated information from frank and open dialogues

Awareness of unfulfilled needs leading to competitive advantages and opportunities

Powerful go to market strategies crafted from lab testing and customer insights

Innovative tools that contribute to the channel's success in selling your product

Proprietary databases categorized by vertical markets and business segments provide target interviews with:

- CIO's
- CTO's
- Chief Architects
- VP Data Center
- VP IT
- VP Storage
- Application and Program Managers
- Storage Administrators
- VAR/SI Owners and VPs

"Hattras collected unique customer insights that guided our 3 year product roadmap"

– EMC

Market Leadership is an Active Process

Companies must be proactive - continuously differentiating themselves by understanding the changing requirements of their customers. Market leaders are constantly seeking insight on how to energize customers, how to contribute to their experiences, and how to gain an advantage over the competition. Ultimately, successful companies have the voice of the customers reverberating through their sales, channel, service, pricing, and product strategies.

"Hattras provided the insights that helped us craft our SMB strategy. Months later, the information still guides our ongoing go-to-market plans"

– Hitachi Data Systems

7 Reasons for Qualitative Research

- The customer is becoming more powerful and influential.
- Companies must continuously understand their customer expectations, needs and wants before their competitors.
- Technology maturation and customer needs may not be in synch.
- The competitive reality is not well understood nor adequately addressed.
- Preventing non-competitive or "me-too" products that rapidly lose their competitive advantage.
- Inadequate attention is paid to developing a product strategy and value proposition.
- The product may be aimed at the wrong market niche, deliver the wrong message, or miss the existing opportunity.

Sample Projects

Overview	Hattras Delivers
A software company with a provisioning application wanted to highlight customer pains, needs, and requirements	Created and validated a 3 year roadmap based on interviews with 30 enterprise end users
A hardware company selling Network Attached Storage wanted to identify what dictates a customer's selection of a particular technology	Articulated the difference between purchase drivers and actual usage based on interviews with 40 enterprise end users
An OEM company selling a SAN array wanted to understand and prioritize SMB purchase drivers	Key insights that were used to successfully drive the sale of products based on interviews with 40 SMB channel partners
A software company desired to understand enterprise pricing independent of competitors hardware offerings	Provided in-depth analysis of competitor pricing structures including service and support based on interviews with 30 enterprise end users
A switch manufacturer wanted to identify market opportunity gaps for an entry level director switch product	Recommended marketing and support components required to generate competitive differentiation based on interviews with 45 SME and enterprise end users
An EMEA hardware company desired to know and prioritize service and support components	Restructuring of service and support programs, including licensing agreements based upon interviews with 60 SMB channel partners
A hardware/software company developing management applications needed to identify datacenter point(s)-of-pain, needs, and priority requirements	Recommended how datacenter s/w products can be developed and positioned based on interviews with 35 enterprise end users
A hardware company selling a director switch needed to identify areas for improvement in channel program	Provided innovative sales and support tools used to increase revenue based on interviews with 50 VARS worldwide
A hardware company offering Fibre Channel HBA's wanted to improve product messaging and generate competitive differentiation	Re-positioning of product around benefit messages, explicitly addressing end-user needs based on competitive lab testing and interviews with 30 enterprise end users

Working With Hattras

Every Hattras project delivers specific analysis based upon the project scope. We also deliver voice of the customer and qualitative data where appropriate. All project work includes customer profile questions (i.e.: company size, storage deployed, responsibilities, etc.) in addition to the major discussion point. Some example project scopes include:

- **\$18,000 Rapid Response**
12 questions, 10 interviews, 30-45 days
- **\$40,000 Deep Dive**
20-25 questions, 25-30 interviews, 60-90 days
- **\$75,000 Deep Dive and Refinements**
Deep Dive followed by additional interviews
- **Yearly \$120,000 Ongoing Intelligence**
15-20 questions, 15 interviews every 60 days

Our Clients Include:

Dell, EMC, Symantec, Cisco, QLogic, McData, Hitachi Data Systems, Adaptec, BakBone, Copan, Engenio, and HP.

"Terrific information on a short turnaround"

– QLogic

Call Deac Jones, President and CEO of Hattras, at 415 785-7444 or email deac@hattras.com today to learn how Hattras can provide you with actionable customer insights.