



Accelerating Performance by Calculating Results™

ANNOUNCING HYPATIA GO2MARKET™ CORPORATE LICENSE FOR ACCESS TO PRIMARY RESEARCH!

In This Issue

Quick Links

[About Hypatia](#)

[Request a Briefing](#)

[Visit Our Online Store](#)



Quick Links

[The Story of Hypatia: Now a Movie Starring Rachel Weisz](#)

"AGORA"



Greetings!

Thank you for attending Hypatia Research's Voice of the Customer (VOC) presentation last month courtesy of our host IBM. We were pleased to share our research findings with you.

In addition to this VOC report, **Hypatia Research, LLC** provides cost-effective corporate access to primary customer & market intelligence research which includes an **unlimited** number of user seats.

HypatiaG2M™ is a **comprehensive** customer & market intelligence service designed to facilitate an organization's use of Hypatia's research findings, benchmarks, market size & forecast, and best practices across industries and geographies. This annual enterprise-level subscription service includes:

- Access to all in-depth primary research;
- Access to **Hypatia Galaxy™** vendor evaluation guides for enabling technologies;
- Access to all briefs, webinars, case study ROI evaluations, and presentations;
- A complimentary advisory session with a customer Intelligence expert from Hypatia;
- A corporate-wide license, with 24x7 web access for **an unlimited number of enterprise users.**

Tiered-pricing makes primary research affordable for companies of all sizes:

- Not-for-profit
- Small Enterprises (SMBs)
- Mid-Market
- Large Enterprises

Our research offerings include:

- Syndicated research studies:

Hypatia

[Read About Her Life, Strife & Many Accomplishments!](#)



[Authored by Maria Dzielska](#)

[Published by Harvard University Press: Revealing Antiquity](#)

- Custom research reports:
- Advisory & Consulting services:

Hypatia's vendor selection guides evaluate and rank enabling technologies for end-users utilizing a new vendor evaluation & rankings methodology--**[Hypatia's GalaxyTM](#)**.

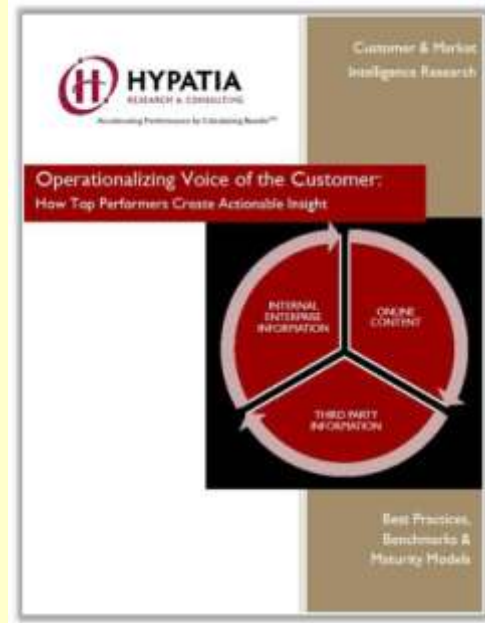
Vendors are evaluated according to weighted criteria, inclusive of number of customers, and product strategy or vision. Only 20% of vendors evaluated will place in Hypatia's orbit.

The trademarked evaluation methodology was named in honor of Hypatia, a professor of astronomy, philosophy and mathematics. Our latest vendor evaluation reports included in the **[Hypatia's GalaxyTM](#)** license include:

- Operationalizing Voice of the Customer: Maturity Models, Benchmarks & Best Practices
- Enterprise Social Media Investment: ROI Benchmarks & Best Practices"
- Enterprise Governance, Risk & Compliance

Hypatia takes an end-user approach to customer intelligence research. Similar to Consumer Reports, industry experts are objective in providing end-user organizations with independent primary research assessments as decision-support in evaluating various enabling technologies, service providers and consulting firms.

For more information, contact Joe Azzolino, Director of Account Services and Business Development at **JoeA@HypatiaResearch.com** or please visit the online store at **<http://store.hypatiaresearch.com>**.



Hypatia Research, LLC, <http://www.HypatiaResearch.com> delivers high impact market intelligence, industry benchmarking, best practice, and vendor selection research for how businesses use technology and service providers to capture, manage, analyze and apply customer intelligence to enhance performance and to accelerate growth. Coverage areas include: CRM, Business Intelligence, Customer Analytics, Marketing Automation, Database Marketing, and Customer Data Integration and Quality. Since its inception by co-founder Leslie Ament in 2001, clients have relied on Hypatia for industry insight, expertise and independent research for guidance in assessing various technology and service options. Like our namesake, Hypatia, we are committed to Calculating ResultsTM for our clients.

Hypatia of Alexandria (c.370-415 AD), invented several scientific devices--the astrolabe, plane-sphere, and hydroscope (hydrometer). These instruments were used to calculate the distance between planets, the position of visible stars at any time of the year, and the gravity of liquids respectively. Hypatia was the first

woman to make substantial contributions to the development of mathematics, astronomy & philosophy.

©2011 Hypatia Research & Consulting, LLC. All Rights Reserved.
www.hypatiaresearch.com
617-230-0067

[Forward email](#)



This email was sent to zgr@hypatiaresearch.com by research@hypatiaresearch.com | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).
Hypatia Research | Watertown St. | Lexington | MA | 02421