

BUSINESS PROFESSIONALS PANEL



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Wedbush Decision Metrics is:

Customized Surveys

Our team of market research professionals specializes in creating questions that provide insights into historical changes, current market conditions, and forward-looking forecasts based on scenario testing.

Fast

Results are provided within days, not weeks.

Unbiased Interpretation

As an independent third-party, we provide objective, unbiased survey design and results interpretation. We provide anonymity for both you and the respondents.

Fixed Costs

No on-going retainer or subscription fees. Projects are charged on a flat-rate basis that includes access to specialized low-incidence target audiences.

Analytical Insights and Actionable Recommendations

Graphical results are presented via interactive reporting, integrating the expertise of our sector specific analysts.

- Qualified panel members are invited to complete an in-depth business-relevant profile that includes their work roles, responsibilities, job-related interests, and more. Surveys of managers, buyers, store employees, wholesalers/distributors, opinion leaders, decision makers, and purchase influencers for companies and organizations are available based on:

- Job title
- Job function
- Company size (number of employees and annual revenue)
- Industry segment (30+ categories)
- IT specialization (systems, hardware/software utilization)
- Involvement in purchase decision-making
- Business type and tenure
- Number of direct and indirect reports

Functional Role	Business Responsibilities	IT Related Roles
Accounting/Finance	Customer Care	Level Decision Making For IT
Administration	E-business / E-commerce	Purchases
Communications/PR	Enterprise Resource Planning	Involvement In Purchase Process
Consulting/Advisory	Finance	Number Of Terminals
Creative Services	IT, Database/Warehousing	Number Of Laptops
Customer Service	IT, PCs	Networked Desktops
Design/Engineering	IT, Servers	Current Platforms
Executive/Owner	IT, Software Development	Current Operating Systems
Human Resources	IT, Storage	Regularly Used Software
Information Technology	Knowledge Management	Company E-mail Server Involvement
Marketing/Advertising	Logistics	Current E-mail Server
Operations/Production	Manufacturing	Current Messaging Systems
Planning/Procurement	Marketing	Current Enterprise Systems
Quality Control	Operations Management	
Research and Development	Procurement	
Sales	Sales	
Training	Telecommunications	

The list above is presented for demonstration purposes and represents only a partial list of the comprehensive business-to-business profile available for selection. A complete list of business-to-business attributes is available by calling 415.263.6628.

For more information contact:

Dan Meichenbaum
Phone: (415) 263-6628
Email: dan.meichenbaum@wedbush.com

WEDBUSH

1000 Wilshire Blvd.
Los Angeles, CA 90017-2465