



TECHNOLOGY ACCEPTANCE

Revenue & Demand for a New Cash Management Service (Cash management)

There are at least 20 studies that could easily fit under this title. In all cases, we do a complete market analysis including the value of product features, pricing levels and structure, promotional appeals, distribution strategies and analysis of the revenue potential of different buyer segments. Some of the most recent studies involve ASP Treasury Workstations and integration of cash management in supply chain management. (Multiple studies)

Technology Uptake by Exporters & Importers (Trade)

This was a multi-country study of large corporations' use of technology. This included online execution of a variety of transactions, as well as the use of online information services. Looking toward the future, we looked at corporate use of the Internet for issuing & receiving payments. Market uptake of specialized solutions like TradeCard, Identrus and Bolero was also assessed.

Consumer Buying of Online Financial Services (Retail, Investment)

A large scale survey of mid-upper income consumers identified their current use of the Internet for buying financial services and seeking out information about products. The overall study looked at demographic and psychographic predictors of channel preference, but focused on the revenue potential of online buyers and how it could be captured.

Using the Internet for Benefits Administration (Insurance)

Several studies fit under this heading, many of them concerned with general use of online services for benefits administration. More typical of our work is an assessment of client uptake of a new benefits administration system including pricing and desired features. Our report provided guidance on uptake, revenue potential over time and product positioning to maximize clients and/or revenue.

Evaluation of a New Pension Reporting System (Custody & Related, Pension)

Interviews with clients early in the implementation process led to immediate improvements in the remaining roll-out of a new pension reporting system. Interviews at 6 months and 12 months after implementation identified service and reporting concerns that our client was able to remedy quickly. The process ensured a smooth roll-out with higher than average client satisfaction.

Investment Education (Education)

Brondesbury looked at market willingness to use different media for education including online courses, CD-ROM delivery and less sophisticated methods. Our most recent study dealt with the preferences of a cross-section of consumers, while a study last year focused on a specialized course offered by the an educator for the securities industry.

Online Migration (Trade, Cash management)

We evaluated market response to a system that allowed for gradual migration from paper to electronic transactions for invoicing, collections and payments. The system included dispute identification and resolution features, as well as some attractive storage and retrieval features. The gradual nature of implementation and the value for supply chain management made the system attractive.

Guidelines for Re-design of Cash Management Software (Cash management)

A mixture of observational study combined with face-to-face interviews provided guidance for re-design of existing cash management software. We interviewed decision-makers, supervisors and users about the software and watched them in action. This allowed us to identify gaps and inefficiencies in the software, as well as identifying existing functionality that clients were not aware of.