

Deliverables

Listed below are some of our most popular deliverables.
We can, however, offer a range of bespoke services



Primary Research Survey

A Bloor Survey can provide essential marketing information. We will work with you to establish a set of questions to a targeted audience. We then analyse the responses and produce appropriate reports and infographics. This gives you insight, validation and marketing content.



InDetail and InBrief

Bloor evaluates a solution, encompassing technical attributes, how it addresses business problems, architecture, market place, etc. Can also incorporate a case study. Vendor licenses the report for use as marketing collateral.



InPerspective Paper

This report evaluates how a product has been used to resolve different customer issues and problems, containing multiple case studies and capturing customer experience and feedback. The vendor licences the report for use as marketing collateral.



White Paper

Our White Papers provide a full picture of the vendor company, its services and history and an indepth analysis of both the product/s and the marketplace. The White Paper can also focus on relevant topical issues.



Market Reports

Market Updates and Hyper reports provide a full picture on specific technology domains, including their vendors. Normally includes a scoring of each featured technology domain using the Bullseye methodology.



Digital eBook

We can capture our findings within our magazine format graphical eBooks. In addition you will get copies of all the graphics created to use in your other sales and marketing content.



InContext Paper

Positions your company and products, establishing where they fit in context to specific customer needs and market drivers.



InComparision

Compares your products with those of your key competitors, highlighting what differentiates your product.



Hot Report

An introduction and explainer to an emerging area of technology, outlining its importance, background and the direction of the market.



Spotlight

An independent view of a business opportunity or need that can be addressed by the use of technology. It can also serve as an introduction to the business opportunities offered by a specific technology.



Webinars

Arrange for a Bloor analyst to speak on an organised webcast as an industry speaker, an excellent way to build profile and a perfect lead gathering opportunity.



Speaker Service

A Bloor analyst can be booked to speak at company events. Interviews with customers and the press can be arranged as part of this service



Consultancy

We work with you on a one-to-one or team basis.



Blog/Article

500–600 word article that is published on the Bloor website. In addition we organise further publicity via our partner sites. This service comes with a one-page PDF file with a header of your choice.



Podcasts

Recording of audio discussion or interview on a specific topic, usually as part of series that can be listened to by your target audience on demand.

Can include one or more than one Bloor analyst, a facilitator (optional), representatives from your company and/or customers.

Podcasts can be delivered completely independently by Bloor to show third party opinion or in conjunction with you, the vendor.



BloorTV

We can create high quality editorial and interview video content which can be live streamed or recorded for use on social media, web, linked to other content or face to face.

Mutable Subscription

A cost-effective way to access multiple Bloor products over a 12-month period. Analyst time can be used in a variety of ways, from research papers to webinars to consultancy, all working out at a cheaper rate than purchasing products separately. There are three levels of subscription:

Champion

for six days of analyst activity

Advocate

for four days of analyst activity

Supporter

for three days of analyst activity

Starter

(Supporter with first year discount)

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