

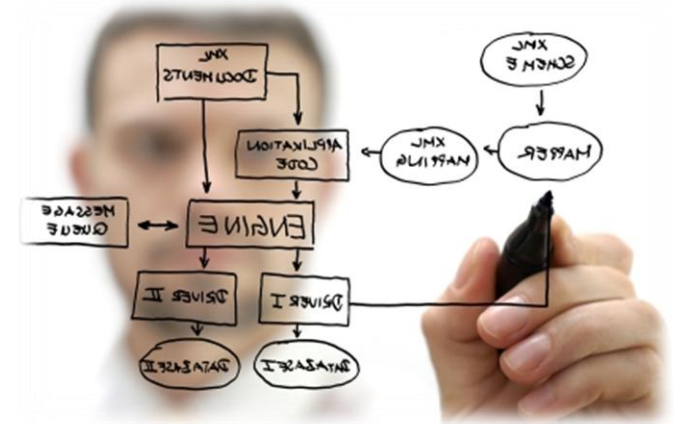


SMB Technology Survey Panel

- Quarterly update of panelist profile via phone follow up
- Phone based recruitment strategy ensuring proper screening and an effective sampling to get targeted respondents
- Panelists do not participate in more than one survey in a 6 week period
- Panelists do not participate in the same category research within a 3 month period
- Non-responders are removed from the panel in a systematic manner resulting in high, consistent return rates
- Continually refreshed with new panelists, Contact information updated during each interaction
- Focus on offering secondary research based reports (covering areas of respondent interest) as incentives
- Policy of no cash incentives attracts only serious panelists that give intelligent and honest opinions/information
- Low attrition due to a greater emphasis on customer service
- Expertise in conducting studies with 'Hard to reach Target Respondents'
- Additional breakout by No. of Employees, No. of PCs

Countries	Panelists
US	35,000
Canada	9,000
UK	11,800
Germany	5,500
France	4,600
Australia	4,400
India	37,000
China	10,500
Malaysia	2,200
Singapore	3,800
Hong Kong	1,900
Brazil	2,100
Mexico	1,400
Total	129,200

Verticals	Percentage
Retail & Consumer	17%
Technology & Telecom	17%
Manufacturing	18%
Automotive & Transportation	10%
Healthcare & Pharmaceutical	8%
Finance & Insurance	15%
Services	10%
Others	10%



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