Professional Practice and Core Competencies

Daniel Research Group is a leading expert and consultant in the field of forecasting technology products, services, and markets. For 30 years, **Daniel Research Group** has worked with technology market research firms helping them improve the quality and accuracy of their forecasts, while significantly reducing client invested analyst and management time. Major technology market research firms, such as IDC, mid-sized and boutique firms, and individual consultants have engaged **Daniel Research Group** in a number of capacities.

As a Model Builder, **Daniel Research Group** designs and develops the models and tools that client analysts will use to create their forecast deliverables. While drawing on an extensive inventory of algorithms, solutions, and approaches developed over the years, that solve many of the most complex yet common problems, the delivered models are custom designed and developed for that client, and the specific context of that engagement.

As a Collaborator, **Daniel Research Group** is an active contributor to the forecasting process working with the firm's analysts beyond the design and development of the models. In these engagements, **Daniel Research Group** works alongside the analysts to creating the output forecast using the models. In this capacity, **Daniel Research Group** often takes on additional primary and secondary research, as well as analytical responsibilities.

As a Consultant, **Daniel Research Group** works with the clients' management team and analysts to establish a formal process for managing market modeling and forecasting projects. Developed over 30 years of working collaboratively with hundreds of analysts at dozens or firms, the process provides an approach for
- Defining the project context from an understanding of client decisions
- Expressing the context in terms of taxonomies and metrics
- Setting project scope, scale, and schedule as a function of context, as well as time and budget constraints.
- Selecting the appropriate methodologies and algorithmic approaches
- Building intuitive tools that are efficient, flexible, and easy to use
- Establishing methodology and practice consistency within the firms, and continuity as staff changes

Working with **Daniel Research Group** enables clients to realize benefits in two primary ways.

Increased Productivity – Building and using market size and forecast models can be very time consuming, and may not be the best use of precious management and analyst time. Our approach significantly reduces the time needed to design, develop, use, and maintain the modeling tools by

- Optimizing the tool architecture for **maximum flexibility** to accommodate changing market taxonomies, metrics, and dynamics
- Utilizing specialized **computational processes,** developed by **Daniel Research Group** that significantly reduces the time required to create, modify, and validate the output forecasts.
- Designing tool interfaces that are **intuitive** and reflect the analysts' view of the market

Improved Forecast Accuracy – Market models have three categories of properties.

- **Descriptive** properties relate to how well the model fits actual historic data
- **Normative** properties refers to the way in which the taxonomies, metrics, and logic of the model explain all of the significant influencing trends, factors, and events
- **Predictive** properties measure how accurate has the model been in forecasting the market.

Our objective is to design and develop models that have superior properties in all three categories by selecting the most appropriate methodologies and approaches, as well as applying rigorous validation methods and criteria. Ultimately, the value of any forecast derives from its use by clients to make strategic and tactical business decisions, specifically the increase in the probability of making the right decision. Firms that consistently deliver accurate forecasts based on a deeper understanding of the market will gain a competitive advantage that will lead to an increase in market share and revenues.

Daniel Research Groups' ability to deliver these client benefits is founded on its mastery of five knowledge domains

1. Mathematics and Statistics
2. Forecasting Approaches and Methodologies
3. Modeling Environments and Applications - Excel, Access, VBA, SPSS, etc.
4. The Market for Technology, or Technology Enabled, Products and Services
5. The Technology Market Research Business

For more information about **Daniel Research Groups** professional practices and core competencies, contact Steve Daniel by email at Steve@DanielRG.com, or by telephone at (617) 484-6225.