

10 Dimensions of Business Intelligence and How Best to Get It

Research Methods →						
Dimensions of Business Intelligence	Published Works	Interviews & Messaging	KOL & Customer Panels	Surveys	Direct Observation	Trade Shows
1. Existing market stats	✓					
2. User impressions of products & concepts		✓	✓	✓	✓	✓
3. Unmet needs & future requirements		✓	✓		✓	
4. Technology assessment & trends	✓	✓	✓			
5. Existing solutions & potential alternatives		✓	✓	✓	✓	✓
6. Competitive assessment & positioning	✓	✓	✓	✓		
7. Pricing sensitivity & analysis		✓	✓	✓		
8. User interactions & experiences		✓	✓		✓	
9. Business strategies & planning		✓	✓			
10. Mergers, acquisitions & divestitures	✓	✓	✓			

Copyright © 2018 Trilogy Associates

