



radius  
TECH



**INSIGHTS THAT DRIVE  
STRATEGIC GROWTH FOR  
TECH BRANDS**

# TECH IS AT A TURNING POINT

with rising challenges  
and evolving needs.

**THE TECH INDUSTRY** is experiencing seismic shifts driven by AI, cloud computing, cybersecurity, and sustainability.

These trends create massive opportunities and formidable challenges. Brands face talent shortages, security threats, and constant pressure to stay ahead of innovation. They must also navigate supply chain disruptions and meet rising customer expectations.

Firms that manage these challenges effectively create opportunities to develop measurable, insights-driven strategies. They balance the need for speed with the value of razor-sharp insights and are prepared to meet the demands of an ever-shifting market.

# CATEGORY- NATIVE, ACTIONABLE INSIGHTS

fuel brand growth  
to stay ahead  
of your competition.

**AS A RESEARCH PARTNER,** Radius Tech brings 30 years of tech experience to ensure our clients stay ahead as technology evolves at lightning speed. Global complexity, data privacy concerns, and the need for accurate audience sampling are at odds with budget constraints and the urgency to measure the impact of their decisions.

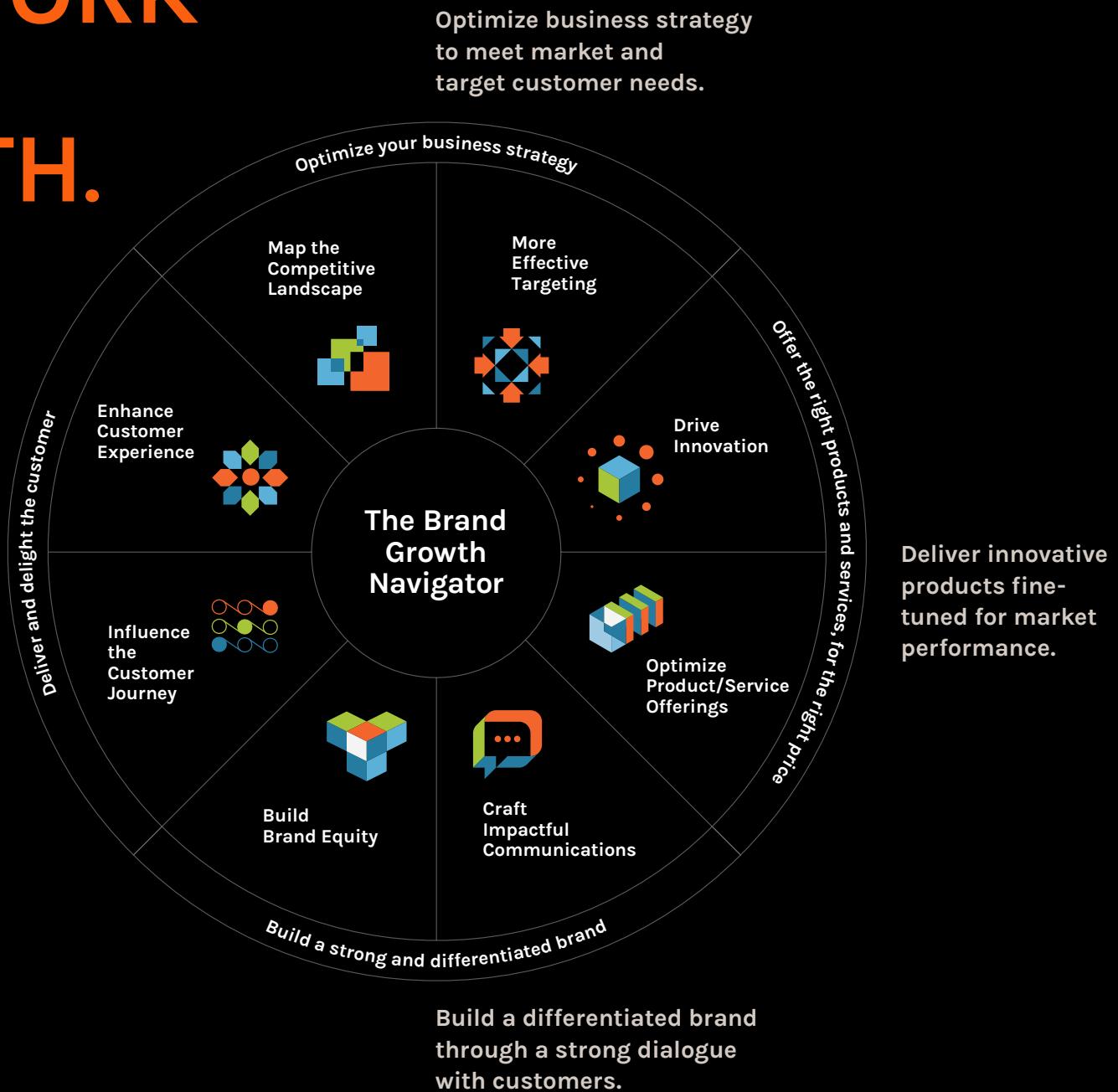
We alleviate this pressure with advanced research expertise and deliver actionable insights our clients need.

The Radius Tech team delivers category-native insights that are the essential element brands need to anticipate market shifts and develop future-ready innovations.

# A FRAMEWORK CENTERED ON GROWTH.

Our tech team creates activation-focused insights that align with brand goals, using our Brand Growth Navigator framework.

Enhance customer relationships at every touchpoint in their journey.



# DEEP EXPERTISE AND TECHNOLOGY THOUGHT LEADERSHIP

to serve  
the category.

**OUR DEEP UNDERSTANDING** of tech's most disruptive moments enables us to deliver strategic insights that empower brands to innovate and grow.

We've worked exclusively in tech, helping brands around the world navigate pivotal moments and market evolutions from the dawn of the Internet to the rise of AI.

Radius Tech understands the industry from every angle, allowing us to hit the ground running on projects. With no time lost to orientation, we design research that delivers timely, strategic insights that ensure brands stay ahead.

## OUR PRACTICE IS BUILT FOR THE CATEGORY

Our tech team works with leading brands in AI, cybersecurity, wearables, and more, to deliver relevant insights and go-to-market activation plans that resonate with target audiences.



5G, IoT,  
CONNECTED  
DEVICES



CHANNEL  
AND PARTNER  
SERVICES



CLOUD  
COMPUTING



CONSUMER  
HARDWARE AND  
SOFTWARE



DATA CENTERS &  
INFRASTRUCTURE



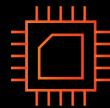
DATA  
MANAGEMENT AND  
ANALYTICS



EDGE  
COMPUTING



GAMING  
AND  
PERIPHERALS



GENERATIVE AI  
HARDWARE  
AND SOFTWARE



IT SERVICES  
AND ISPs



MEDIA AND  
STREAMING  
SERVICES



MOBILE  
DEVICES



PCs AND  
LAPTOPS



SaaS  
APPLICATIONS  
AND APP  
DEVELOPMENT

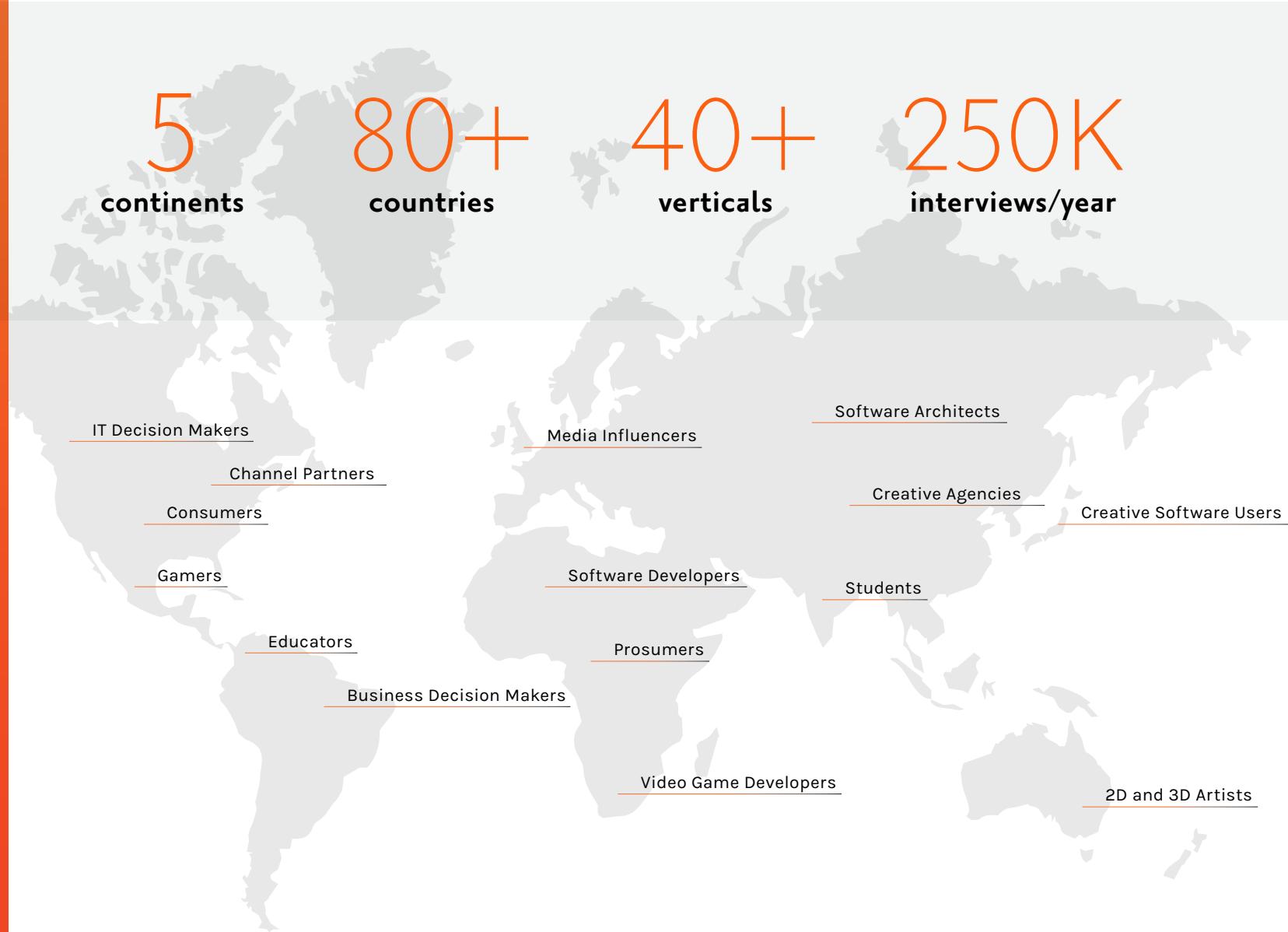


TELECOM



WEARABLES

OUR GLOBAL  
TECH EXPERTS  
CONNECT YOU  
WITH AUDIENCES  
WHERE THEY  
ARE, WHEN YOU  
NEED THEM.



We specialize in engaging hard-to-reach audiences in B2B and B2C technology markets worldwide. Our in-market networks guide brands through crucial global transformations. Our global boots-on-the-ground partners ensure quantitative and qualitative research is conducted with cultural sensitivity and delivers relevant, actionable insights.

# WE DELIVER STRATEGIC INSIGHTS, not just data.

We don't just field research—we decode tech markets and guide high-stakes decisions.

We turn research into strategy, delivering insights that help tech brands navigate complexity and make informed decisions in a rapidly changing market.

“

The Radius Tech team has always provided exceptional service and have consistently demonstrated their ability to transform business objectives into actionable insights. I have been particularly impressed with their meticulous approach to designing and executing conjoint studies—they are a great partner to work with, who go the extra mile to ensure success.”

**Stephen Young, Senior Market Research Manager, Adobe**

**Adobe**

# THE LATEST APPROACHES

deliver insights at an accelerated pace.

Tech brands move fast—your research partner should too. Our team is on a constant improvement path to help you stay ahead of your competition. We stay up-to-date with the latest methodologies and tools in the market to deliver fast, accurate insights. From AI-powered tools to digital twins and smart segmentation, our solutions are designed to support your growth and agility within your tight timelines.

## AI tools for smarter decisions.

AI Image/Video Generation

AI Insight Querying

AI Netnography & Semiotics

AI Avatars

## Innovative tools for data and simulation.

Digital Twins & Synthetic Data

Human Simulation

Knowledge Databases & Mining

## Smart research for agile growth.

AI-Powered Conjoint  
Intelligent Surveys

Smart Coding &  
Segmentation

# SOLUTIONS DESIGNED TO CREATE OPPORTUNITY ACROSS THE TECH SPECTRUM.

The following case studies demonstrate how we apply deep category expertise to solve complex business challenges.

From global brand strategy to product innovation, user experience, and AI adoption, these examples highlight our ability to deliver strategic insights that drive impact across sectors as diverse as enterprise infrastructure, telecom services, and digital consumer platforms.

## CASE STUDY

# AI insights propel a **global open-source leader** to the forefront of enterprise strategy.



### CHALLENGE

A global leader in open-source solutions sought to understand the maturity of AI adoption across mid-to-large enterprises, focusing on barriers to scale, strategic concerns, and best practices.

### OUR SOLUTION

We conducted a global survey to assess AI maturity, challenges, deployment models, and investment strategies.

### IMPACT

The findings provided our client with a detailed segmentation of AI adopters and validated AI's role in hybrid environments.

## CASE STUDY

# Global brand tracking overhaul fuels strategic growth for a **tech giant**.



### CHALLENGE

A multi-national technology company was looking to redesign its global brand tracking program to create a best-in-class measurement program to inform and shape brand strategy.

### OUR SOLUTION

To provide ongoing brand insights, we implemented annual brand tracking studies across nine countries.

### IMPACT

The research provided a new framework for evaluating brand health that enabled the client to set statistically valid targets, while also providing customized insights that highlighted growth opportunities.

## CASE STUDY

Iterative sessions help **telecom teams** develop winning propositions for converged services.



### CHALLENGE

Our telecom client wanted to create new propositions that would be difficult to replicate by their competitors.

### OUR SOLUTION

We devised an iterative program including client workshops, creative consumer sessions, and co-creation.

### IMPACT

The study unlocked seven strategic territory areas and generated 19 distinctive convergence ideas. This process catalyzed innovation and delivered market-differentiating propositions.

## CASE STUDY

# Actionable insights help a **social media titan** revamp UX to maximize engagement.



### CHALLENGE

A major social media platform sought to upgrade its digital user experience but was unsure of user reaction.

### OUR SOLUTION

We conducted qualitative UX research exposing participants to both the prototype and the current software to allow for a direct comparison and a deep understanding of user opinions.

### IMPACT

The research offered precise guidance for improvements, boosting engagement and solidifying brand loyalty.



# HOW CAN OUR EXPERTISE SUPPORT YOUR NEXT MARKET MOVE?

As the tech landscape continues to evolve, having a strategic partner who truly understands the industry is essential. At Radius, our tech practice brings over 30 years of deep expertise, tailored research, and an activation-focused approach to help tech companies navigate complexity and drive sustained growth.

Reach out today to learn how Radius Tech can support your next wave of growth and innovation.

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