

Research Division

Demystify leading edge technologies and trends to reduce technical and business risk and catalyze innovation.



The Trace3 Research Team helps organizations differentiate between hype and true market trends. We identify key innovations that are relevant to your company's specific needs, and map them against relevant market trends to quantify their value.

Trace3's dedicated research team identifies emerging competitive disruptors to offer organizations true solutions to real business problems ahead of the market. We follow over a thousand companies and solutions across infrastructure, security, cloud, Big Data, and IT operations and know how to separate hype from value to give your organization a real competitive advantage.

The Trace3 Innovation Research Team leverages its partnerships with over 250 established technology companies, the real-world experience of over 200 engineers, a 2000 plus client ecosystem, and deep relationships with top Silicon Valley VC firms. Take advantage of Trace3's research offerings in these ways:

INNOVATION BRIEFING PROGRAM

Trace3's Innovation Team curates and moderates open forum conversations between your organization, our experienced engineers, and top tier VC firms from our vast portfolio of venture capital partners. Once we understand your IT needs and requirements, we connect you directly with emerging technology companies to highlight how vetted solutions can solve your IT challenges, and in turn, many of your business problems.

INNOVATION RESEARCH METHOD

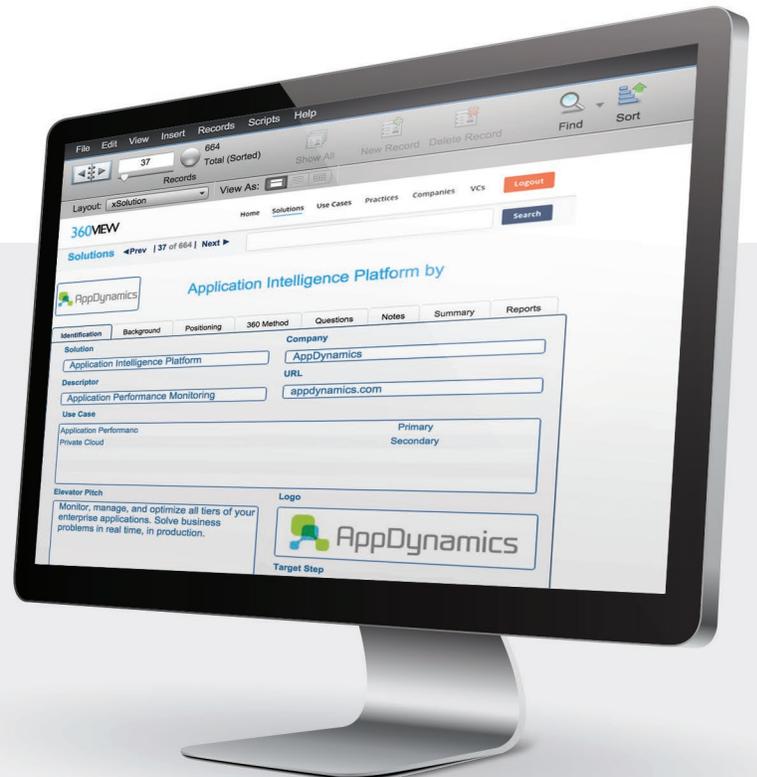
By leveraging our 360 View Application, Trace3 can immediately cross-reference over a thousand companies and solutions across hundreds of use cases to provide a variety of published studies, comparisons, and trend reports focused on our core markets and emerging sectors. Using our proprietary 360 View Method, we can dissect a market, quantify the problem it seeks to solve, scope its use cases, identify the players, and compare them on feature/function/value.

INNOVATION COUNCIL

Trace3 hosts invite-only consortiums to provide unequalled access to emerging solutions and industry thought leaders. These sessions are focused on issues within your organization, which provides your company a unique opportunity to receive direction from proven technology professionals in addition to a front-row view of groundbreaking and impactful solutions. It also allows your company to implement these powerful solutions faster than the competition.

TRACE3'S 360 VIEW

Trace3 maintains an on-line research repository based on our 360 View Method research process. This process is vetted and proven, and is the means of compiling critical data about the trends and successes in technology. Our researchers, engineers, and developers strive to gather company details, solutions information, technology practices, and successful use cases. This revolutionary 360 View Application provides trends, charts, and artifacts on approximately 750 companies and 500 products our employees can use to help customers make educated decisions about the solutions in their organizations.



The Trace3 Innovation Research Team enables the adoption of new and innovative solutions by mitigating the risks associated with leading edge technology through the separation of fact from “marketecture”. Our deep roots in the Silicon Valley start-up world gives you an over-the-horizon view of what’s coming next and how best to exploit it in your enterprise.

To learn more or to engage one of our Innovation Research specialists, send an email to research@trace3.com or visit www.trace3.com