TRACE3

RESEARCH DIVISION

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

The Trace3 Research team leverages our partnerships with over 500 established technology companies, the real-world experience of over 250 engineers, a 3000 plus client ecosystem, and deep relationships with the top Silicon Valley VC firms. Take advantage of Trace3's research offerings in these ways:

UNIQUE RESEARCH FOCUS

To solve the problems of tomorrow, our research engineers leverage Trace3's unique access across the technology landscape to derive impartial insights. By identifying and analyzing technology and market trends, we enable our customers to prepare for and master tomorrow's challenges before they arrive.

OUR INSIDER ADVANTAGE

Trace3 Research leverages our partnerships with 500 established and emerging technology companies, the real-world experience of over 250 engineers, a 3000-client ecosystem and deep relationships with dozens of the top Silicon Valley venture capital firms to spot trends ahead of most industry pundits. This allows you to take advantage of Trace3's Research unique access to gain an inside advantage on tomorrow's trends and reduce your technical and business risk.

OUR 360 METHOD

There are over 10,000 technical startups launched every year. Most will fail. Amid the urgencies and deadlines of our "day jobs", even the most forward-looking technical leaders find it impossible to mine through all this turbulence to separate the coal from the diamonds. Trace3 Research whittles this mountain of startups down to the 1,000 most promising prospects based on their leadership, market trends, technical approach and level of innovation using a unique process called the 360 Method. These prospects are refined down to a few dozen that best match our customers' current and foreseen needs.

OUR 360 VIEW

This creates a ton of data points, correlations, features and analyses - so much so, Trace3 Research created our own research repository, 360 View, that collates, tracks and stores data on thousands of products and companies, solving hundreds of real-world use cases. 360 View allows Trace3 Research and field engineers to slice through this mountain of data, and with only a few clicks, hone in on the best solution candidates for our customer's unique set of challenges, constraints and opportunities.

RESEARCH REPORTS

Each year Trace3 Research compiles hundreds of reports on the most promising emerging products and services. By mapping these solutions across use cases in nine practices, trends begin to emerge. Trace3 Research publishes a monthly trend report on the most impactful of these developing patterns along with practice maps, use case reports and solution reports – all available at no charge to our customers.

RESEARCH REDUCES RISK

Adopting emerging technology ahead of your competition is a huge market advantage ... but standing on the leading edge comes with great risk. Trace3 Research mitigates the risk of selecting, implementing and deploying new and innovative solutions by separating real features from "marketecture" to help you avoid doomed products or dead-end technologies. Our research gives you the firm footing to stand on the leading edge ... and lean out beyond.

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

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