

A CASE STUDY

Driving Continued Value for a Data Storage Provider

*Finding the New Features that Customers Value Most***CHALLENGE**

As governments create stricter data privacy protections, businesses find it increasingly difficult to store their data on platforms they can trust. On the other side, data storage providers constantly try to keep up with changing regulatory environments and shifting buyer preferences.

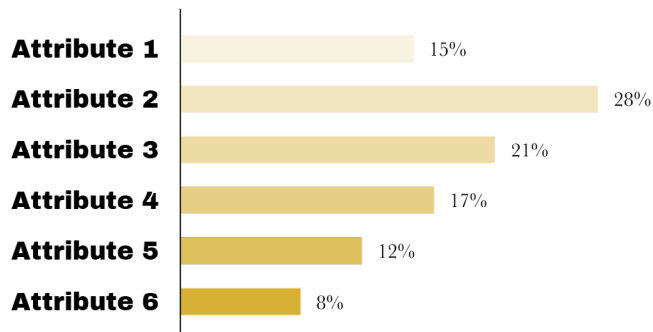
To address these challenges, data storage providers are looking to create road maps to drive additional value in their platforms. Commonly, they want to understand how customers value a variety of existing and potential new service features.

THE GLG APPROACH

GLG approaches this challenge by leveraging its world-class panel of subject matter expertise for value-based pricing research, designing a conjoint survey to be answered by senior IT decision makers and influencers who fit the data storage company's ideal customer profile. The survey simulates real-life B2B buying scenarios so that clients can understand which service attributes are most important and can quantify potential buyers' willingness to pay for added features.

OUTCOME

GLG analyzes the survey results and helps prioritize specific product attributes based on their relative importance to potential buyers. In the below example, attributes 2 and 3 are the key drivers of preference:



These relative values are then transformed into monetary values (added value relative to other features), helping you keep your product competitive as it evolves over time.

Perceived monetary values	
Security feature 1	0 \$
Security feature 2	81 \$
Security feature 3	193 \$
Security feature 4	204 \$

Businesses are constantly looking for new ways to drive value of their products in changing competitive and regulatory environments. GLG helps companies prioritize the evolution of their products by running conjoint surveys that uncover the service attributes that customers most value.

Why GLG?

In-House Expertise

GLG analyzes the survey results and helps you understand the key factors that drive the value of your product.

Best-in-Class Populations

GLG sources a survey audience that represents real-life buying teams, including decision makers and influencers in your target industry.

FEATURED PRODUCTS



GLG Value Creation



GLG Surveys

[Learn more](#)

As the world's insight network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision

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