Market Insights

OSG's ASEMAP™ combines more than 15 years of deep, behavioral analytics research experience, with one-of-a-kind market research surveying technology and data output visualization. ASEMAP™ is predictively more accurate by accounting for the full heterogeneity of the market, capturing individual sentiment and motivation versus relying on averages.

Here's what ASEMAP™ can do for you at every stage of your business:

Upstream — PRE-COMMERCIALIZATION

Downstream — POST-COMMERCIALIZATION

The Identifying Stage

MARKET NEEDS & ASSESSMENT

Bring new innovations to market by identifying whitespaces.

The Creation Stage

CONCEPT TESTING

Grow in a crowded market through segmentation, targeting and positioning.

The Delivery Stage

GO-TO-MARKET STRATEGY

Inform strategies by unlocking the value from products and services.

The Managing Stage

CUSTOMER EXPERIENCE

Drive customer engagement and revenue growth by designing unique experiences.

ASEMAP™ in Action

"I've worked with OSG...ranging from determining portfolio strategy and go-to-market strategy for a completely new-to-the-world innovation, to determining whether or not to retire a product out of an aging portfolio in response to changing market conditions. OSG has helped my company to continue to grow by enabling us to make real data-driven decisions...so we can have real confidence in the strategy decisions that we're making."

Kelly Sager, VP & GM of Clinical Decision Support Solutions, Beckman Coulter Diagnostics

Click here for Kelly's full customer testimonial

1 ASEMAP™ is Above the Competition, Here's Why...

- ASEMAP™ allows for an increased number of attributes to confidently inform clear direction on which benefits drive choice, per key customer group.
- ASEMAP™ is predictively more accurate by capturing individual motivation versus the average sentiment of a group of individuals.
- ASEMAP™ asks respondents to make trade-offs between needs, to build models on how they make shopping decisions.

More Noise: Less understanding of segments

Greater Signal: Truer measure of what drives decision making for each segment

2 The Impact of ASEMAP™ on Your Business

- GO — Increase revenue by meeting unmet needs in the marketplace.
- GO — Increase the speed of innovation.
- GO — Maximize the impact in marketing decisions
- Mitigate risk in innovation, pricing, and decision-making.

3 What You Get When You Choose ASEMAP™

OSG provides research that is custom to each project. OSG's Customer Delivery Services & Insights team will help you design all materials and helps field and collect the data, while analyzing the data to bring actionability by helping you interpret & capture insights, resulting in improved outcomes. Here are some examples of some common deliverables:

- Opportunity maps to identify unmet needs that are important in purchase decisions
- Competitive benchmarking & product attribute analysis
- Pricing and impact analysis that quantifies the impact of different pricing models and more

OSG is a customer analytics technology company that uncovers what matters most to your most valuable customers. Turn customer data into actionable insights quickly and confidently through a combination of predictive behavioral intelligence unparalleled in accuracy and industry-leading consulting in data science and research services.

OSG

For more information about OSG, ASEMAP™, and our success with customer-centric analytics, visit us at osganalytics.com.