



VENDOR ADVISORY SERVICES



Advisory

adjective /əd'vīzərə/

*permission to make
recommendations*

EXPERT AND INNOVATOR ON DEMAND

Daniel W. Rasmus has been advising software and hardware firms for over 30 years.

Dan knows all sides of the technology equation: analyst, vendor, and end-user. He served as VP of Collaboration and Knowledge Management research at Forrester, ran thought leadership for Microsoft Office, developed the technology architecture and managed end-user computing at Hughes Aircraft, and developed computer-assisted manufacturing (CAM) software at Western Digital. And he has advised several start-ups and non-profits.

Let Dan and Serious Insights help your developers and marketing team create better products, improve market positioning, and craft engaging messages. We offer the following services:

- Primary and secondary research
- Remote and on-site advisory sessions
- Thought leadership content development
- Webinar facilitation and original presentations
- Remote and in-person keynotes and conference sessions

Contact us today to start gaining value from a Serious Insights client relationship.

VENDOR ADVISORY KPIs

Instant value from industry experts.



IMPROVED PRODUCTS



THOUGHT LEADERSHIP



VOICE OF THE MARKET



UNIQUE INSIGHTS



CUSTOMER ENGAGEMENT

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