



Applied Marketing Science has consulted to the following corporations:

3Com Corporation
 3M Health Information Systems
 AT&T Corporation
 Airlines Reporting Corporation
 Allmerica Financial Life Insurance
 Alltel Communications
 America Online
 American Airlines
 Avery Weigh Tronix Consulting
 BAE
 Baker Hughes
 Bard
 Baxter Healthcare Corporation
 Bayer Corporation
 Becton Dickinson
 Behr Process Corporation
 BioMedical Life Systems, Inc.
 Biogen Idec
 Biosense Webster
 Bloomberg
 Blue Cross/Blue Shield of Florida
 Bobcat
 Bosch
 Bostik
 Boston Scientific
 Brinks
 Brother Industries
 COBE Cardiovascular, Inc.
 Caterpillar
 Chicago Cubs
 Church & Dwight Co., Inc.
 Clorox Company
 Colgate-Palmolive Company
 Cooper Industries
 DUSA Pharmaceuticals, Inc.
 Deere & Company
 Dow Chemical Company
 Eastman Kodak Company
 Ebay
 Edwards Lifesciences
 Emerson
 Enterprise Rent-A-Car Company
 Ethicon, Inc.
 Exelon Corporation
 Fidelity Investments
 Florida Power & Light Company

GAP
 GE Energy
 GTech
 Garlock Sealing Technologies
 General Cinema Corporation
 General Electric Company
 General Mills
 Gillette Company
 GrafTech
 Guidant
 Honeywell
 IBM Corporation
 ISBM
 Inovonics
 Intel Corporation
 Intelsat
 Intertape Polymer Group
 Intuit, Inc.
 JP Morgan Chase & Company
 Jacuzzi
 John Hancock Financial Services
 Johnson & Johnson
 Kimberly-Clark Corporation
 LI-COR Biosciences, Inc.
 Lifecore Biomedical
 Lucent Technologies
 MAQUET Critical Care
 MIT
 Mark Andy, Inc.
 Masco
 MasterCard International
 Mead Johnson
 Merck & Company
 Microsoft Corporation
 Milwaukee Electric Tool Corporation
 Moog
 Motorola, Inc.
 National Grid Group
 National Starch and Chemical
 Nationwide Mutual Insurance Company
 Nellcor Puritan Bennett, Inc.
 PPG Industries
 Pacific Gas & Electric
 Pacificorp
 Pella Corporation
 Pepco

Pfizer
 Pitney Bowes, Inc.
 Playtex Products, Inc.
 Polaroid Corporation
 Principal Mutual Life Insurance Company
 Procter & Gamble Company
 Provident Financial
 Prudential Health Care
 Prudential Insurance Company
 RL Polk Company
 S. C. Johnson & Son, Inc.
 Sargent-Welch
 Schlumberger, Limited
 Sherwin Williams
 Siemens Medical Systems
 Sikorsky Aircraft Corp.
 Solidworks
 Sorin Biomedica
 Southern Company
 Sprint Communications Company
 Stanley Works
 State Farm Insurance
 Steelcase, Inc.
 Stryker Corporation
 Sun Life Insurance and Annuity Company
 Sunrise Medical
 Sunstar
 Tate & Lyle
 The Hartford Company
 Thrivent Financial
 Trane/American Standard
 Transoma Medical
 United Parcel Service
 VOSS Water
 Ventana Medical
 Veryfine Products, Inc.
 Viking River Cruises
 Vistaprint
 Volkswagen of America, Inc.
 Warner Lambert
 Wellpoint
 Wesco Bruckner
 Xenergy
 Xerox Corporation

About AMS

Applied Marketing Science is an innovative Voice of the Customer research and consulting firm. We help companies truly understand the needs of their customers and then translate those needs into superior new product and service designs and improved business processes and strategies. AMS was co-founded in 1989 by Professor John Hauser, Kirin Professor of Marketing and Head of the Management Science Area at MIT's Sloan School of Management. With the continued close involvement of Professor Hauser, AMS has become an internationally recognized leader in Voice of the Customer (VOC) market research and QFD analyses. We have consulted with hundreds of clients in dozens of key industries, helping them develop better new products and services to strengthen their bottom line.

Product and Process Innovation

*Innovative Research &
Consulting Services*



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Product and Process Innovation

Since its founding in 1989, Applied Marketing Science (AMS) has become one of the world's leading firms in the application of marketing science techniques for the development of new products, services, and business processes. With one foot firmly planted in academia, AMS has always sought out interesting research-based techniques that we believe might have real commercial value for our clients. As technically sophisticated practitioners, we pride ourselves in our ability to work with all kinds of companies and across all kinds of product categories – large and small, high tech and low tech, consumer and B-to-B, foreign and domestic, etc.

Who We Are

AMS has been a pioneer in the development of tools and techniques used in new product development. As innovation experts, we bring a wealth of experience to every client engagement. Our team is well-grounded in both qualitative and quantitative market research techniques, and includes some of the most important thought leaders in the field.

Our clients tell us that they hire us for a variety of reasons. First, we have become especially adept at dealing with highly sophisticated customers such as physicians, information technology professionals, engineers and scientists, and high net-worth individuals. At the same time, we are just as comfortable dealing with plant workers, construction workers, and truck drivers.

In addition to our expertise in marketing science and new product development, we are able to apply our techniques globally, having worked with clients and conducted research in Europe, Asia, Australia, and North and South America. And perhaps most importantly, we have always been described as one of the most “user-friendly” consulting firms in our field – flexible, highly responsive, and easy to work with.

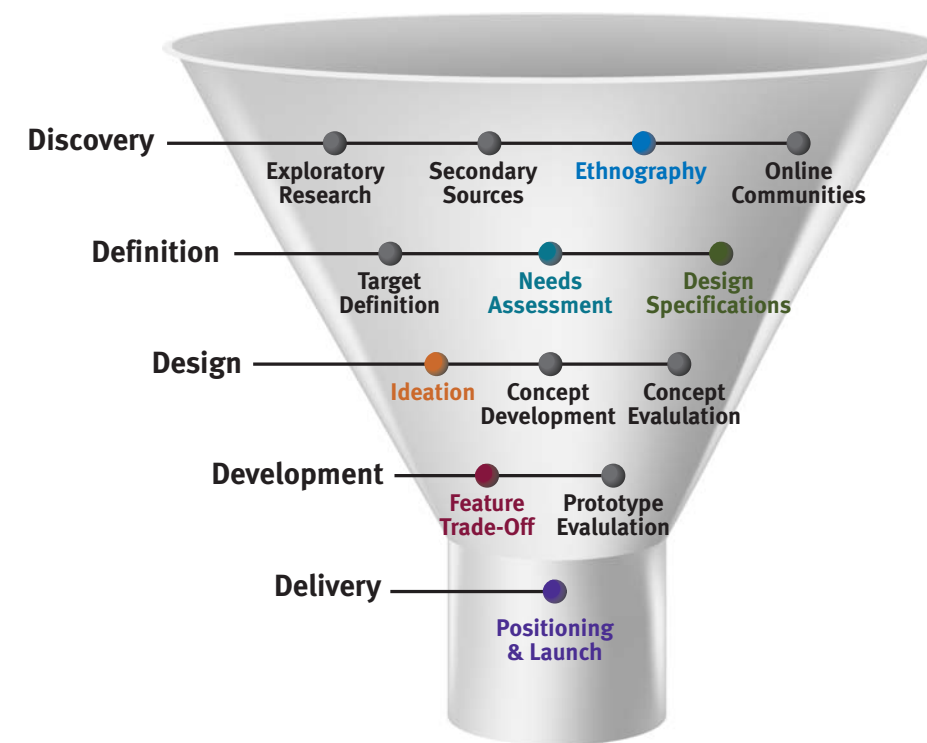


www.ams-inc.com

Your Strategic Partner

AMS is uniquely qualified to help clients in every stage of the product and service development process. Our tools are particularly useful for early-stage product definition – often referred to as “the fuzzy front end” of new product development – because they apply a systematic and structured approach to what can be a decidedly imprecise process. AMS uses the traditional image of a funnel to illustrate the product development process. The funnel symbolizes the process through which companies identify, screen and refine multiple product or service ideas into a smaller number of ideas with the highest probability of success. We have worked with clients on every aspect of the product development process, which is represented in the diagram below.

The AMS Product Development Funnel



How Our Products Fit Into The Funnel:

Ethnography	VOCALYST®
QFD	IDEALYST®
Conjoint Analysis	EXPRESSIONIST™

Capabilities Overview

Discovery

- **Exploratory Research.** An informal set of activities consisting of customer conversations, attendance at trade shows, and pouring through previous research studies.
- **Secondary Sources.** The process of “getting smart inexpensively” by looking for publicly available information in libraries, on the web, or from existing syndicated studies.
- **Ethnography.** **Ethnography** is a form of exploratory research that involves observation of customers actually using products and services to accomplish various tasks.
- **Online Communities.** Learning by following online, user-generated content. Especially useful for problem finding.

Definition

- **Target Definition.** Identification of the actual type of customer you wish to target for a new product or service.
- **Needs Assessment.** Application of our **VOCALYST®** method for systematically gathering, organizing, and prioritizing customer wants and needs.
- **Design Specifications.** Implementation of **Quality Function Deployment (QFD)**, a team-facilitated technique that turns customer needs into design specifications.

Design

- **Ideation.** Facilitation of a creative brainstorming process using AMS' web-based **IDEALYST®** methodology.
- **Concept Development.** The process of assembling groups of ideas and insights into fully described products or services for presentation to potential customers.
- **Concept Evaluation.** Solicitation of customer feedback to refine selected concepts into a finished form and select those that will go into formal design and engineering.

Development

- **Feature Trade-Off.** Use of **Conjoint Analysis** and related methodologies to measure customers' willingness to make trade-offs and pay for various features.
- **Prototype Evaluation.** Testing of products and prototypes, service processes, information systems, or other works in progress.

Delivery

- **Positioning and Launch.** The use of AMS' **EXPRESSIONIST™** or various quantitative research techniques to determine the best positioning and marketing communication strategy for launch.

