

RESEARCH CASE STUDY

ENTRANCE CONTROL EQUIPMENT MANUFACTURER

To protect our client's proprietary information and other sensitive data, Stamats has removed business and product names.

The Challenge

Our client, the recognized industry leader in pedestrian entrance control equipment in the Americas, needed an experienced research partner to assess opportunities for market expansion. Specifically, the client needed to better understand the growth potential in the commercial buildings industry segment.

At the forefront of entrance control solutions, the company is uniquely positioned to enjoy sizeable gains in market share as a growing number of commercial structures adopt more active entrance control measures. To clearly assess the opportunity, Stamats BUILDINGS was engaged to develop a comprehensive research plan designed to evaluate the decision-making process of commercial building owners/managers as they consider heightened entrance control for commercial office structures.

The Project

Stamats conducted 20 in-depth telephone interviews with commercial buildings decision-makers who were sourced and segmented via BUILDINGS' proprietary database. This comprehensive qualitative approach allowed our teams to answer the following questions:

- Who is involved in the determination of entrance control measures in commercial buildings?
- How do key building decision-makers evaluate product/brand options and assess performance?
- Which products are they aware of and/or familiar with?
- What factors might cause them to reconsider current entrance control measures?
- What information about entrance control practices and products is lacking in the market?

Stamats' research team recruited study participants, prepared the screener, developed the script, conducted all fieldwork, analyzed results, and presented resultant data in a format that was easy to understand and leverage across all of the client's departments.

The Results

Stamats' findings provided our client with the market insight necessary to create a sales strategy that targeted the best audiences for commercial building security purchase decisions, identify specific influencers in the decision process, and flag those business sectors that exhibited the most pronounced concern for entrance control measures. Familiarity with technological solutions for specific security situations often depends on a variety of factors, which were identified in the research. With a more thorough understanding of these factors, the client was able to adapt its messaging and significantly refine its sales approach. Findings also suggested that a marketing campaign to raise awareness about the client's product and services would be best achieved by partnering with other vendors in the security sector.

