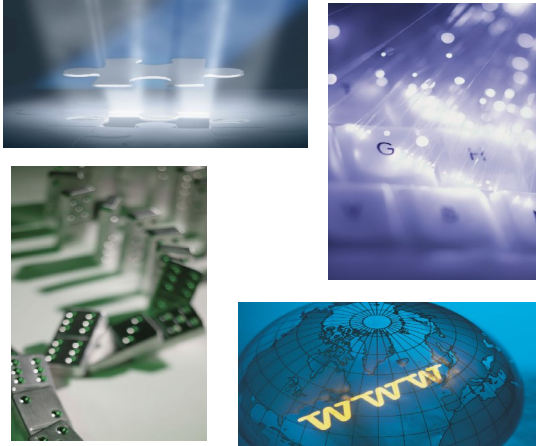




iReach Multibus™ TeleTech 2008



iReach launched the TeleTech bi-annual survey in 2004 to look at trends and spends on Telecoms and Technology in Ireland across 250 decision makers and are now entering the 4th annual study for 2008.

A range of different clients can simultaneously participate in the TeleTech survey to obtain the cost benefit of this multi-client study, but receive specific data relevant to their own organisation. Using new Multimedia Call Centre technology provided by Nortel and GMI-MR for CATI and Online tools, we provide the cost benefits of an Omnibus survey with the power and flexibility of custom research. Participants can add individual questions or a block of questions looking at a specific topic area and can receive findings in Tabular (data only) or Report Form.

Contact Oisin Byrne in iReach for more details on this unique offering.

Results for 2008 TeleTech survey will be published in January with surveys completed by end of 2007.

Email
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telephone 01-210 7000

Each year we explore industry, business and economic drivers that impact on how Irish businesses invest in Hardware, Software and Services across all industries and all Telecom and Technology product types. This allows us to analyse the Irish market by product, by company size, by industry, by region, by spend priority or a wide range of other demographic or category data types. From this we project spend patterns over 3 years to help organisations align their sales and marketing strategies and resources to maximise revenues from such activities.

Cost Outline

Question Type	Tabular	Full Report
Standard Yes/No	500	750
Standard Multiple Choice	750	1,000
Closed-ended	1,000	1,250
Open-ended	1,000	1,250

iPredict 2008 Report

Individual Categories	800
Full 2008 Report	4,000

Note: Individual quotas can be set by participants which may have a cost impact. All prices quoted here are for information only and are exclusive of VAT.



