



Industry Providers Research

As a provider of language services, you must understand what motivates your clients and prospects to buy your services. What do they look for in a potential supplier? Why didn't they renew your contract? What makes them choose a competitor over you? How can you elevate yourself from being "just a supplier" to a real partner?

You also need strategy for growing and differentiating your business in a highly competitive landscape with low barriers to entry. To make the right decisions, you need to rely on hard data and benchmarking information that only an independent, third-party firm can provide.

Our proprietary [methodology](#) and [independence](#) allow you to make the most effective and informed decisions for your business.

A Research Program for Industry Providers

Common Sense Advisory's research helps you maximize the value of your enterprise, grow your business, conduct more efficient business operations, and learn best practices for marketing and selling services and technology.

Our research is informed by interviews and surveys with buyers and industry providers, primary research on both the supply and demand sides, analysis of technologies required by service providers, and market data detailing the worldwide opportunities for suppliers. The topics we address in this service include technology, pricing, benchmarking data, market sizing, sector-specific opportunities, marketing, sales, and more. We also provide valuable insight and advice when it's time to move on with your business through new partnerships, consolidation, merger, or acquisition.

What's Included in the Industry Providers Research Program?

The Industry Providers Research membership includes:

- **12 reports per year.** Comprehensive monthly reports on topics critical to translation, localization, and interpreting companies.

- **Current research database.** Two monthly market-driven briefs on timely topics.
- **24 briefs per year.** Two monthly market-driven briefs on timely topics.
- **Quarterly webinars.** Interactive webinars on featured research.

How Will the Industry Providers Research Program Help Me?

Our research will help you:

- Grow your business and maximize the value of your enterprise
- Structure your business for scalability
- Penetrate new markets and gain new customers
- Understand your role in the global landscape of language service providers (LSPs)
- Learn how to differentiate and understand the competition
- Identify the right geographies, industries, and companies
- Segment the buyers' market based on the Localization Maturity Model
- Develop the right sales and segmentation strategies
- Understand pricing, compensation(s) and cost of business in different markets
- Implement the right technology strategies for TMS, TM, and MT
- Refine your marketing strategy and website design
- Learn from global frontrunners and benefit from best practices and current data
- Avoid making costly mistakes and make better informed decisions