

A CASE STUDY

Conducting a Flash Survey for Enterprise Software Diligence

Surveying for Technology Insights with a Two-Day Deadline

CHALLENGE

A consulting firm was conducting diligence on enterprise software for a possible acquisition by its end client. Timing was a priority, and it needed initial insights in fewer than two days from a large set of respondents.

THE GLG APPROACH

The GLG Survey team proposed a flash survey, a product with data delivered within 72 hours.

The team scoped out the project with the client and surveyed key decision makers across a field of enterprise software potential customers.

OUTCOME

Within 36 hours, GLG surveyed 50 decision makers and gave the client insight into how they think about current and potential vendors.

FEATURED PRODUCTS



GLG Surveys

GLG executed a quick turn-around survey of enterprise tech decision makers to understand how they think about vendors.

Why GLG?

B2B Panel at Scale

GLG provided 132 data points for insight across a market of enterprise companies that helped the client understand how key decision makers think about vendors.

Thought Partnership

GLG suggested a product that could fit in the client's timeline, then worked with the client to ensure its questions would give the insights it sought.

Project Breadth

1 Flash survey

50 Respondents

[Learn more](#)

As the world's knowledge marketplace, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

The information provided in this marketing material is for informational purposes only. The information is not offered as advice on a particular matter and should not be relied on as such.

GLG® and the GLG logos are trademarks of Gerson Lehrman Group, Inc.

©2020 Gerson Lehrman Group, Inc. All rights reserved.