



Merrill Research and Chasm Group Announce Alliance To Help Technology-based Enterprises Sharpen Go-To-Market Initiatives

(San Bruno, CA Nov. 16, 2016) Technology market research specialist Merrill Research today announced an alliance with the Chasm Group, Silicon Valley's leading management consultancy co-founded by and based on the works of Geoffrey Moore, author of *Crossing the Chasm*.

In crowded and noisy markets for technology products, many enterprises of all sizes maintain go-to-market efforts that are inadequately informed by direct customer insights. Our collective experience over the past 20+ years is that these efforts often fall short in addressing underlying issues in strategy and execution, according to Chasm Group managing director, Paul Wiefels.

"Tech vendors still have blind spots. We continue to see a growing need for our clients to conduct research to further define and refine their go-to-market strategies. Merrill Research perfectly complements our advisory practice," Wiefels said.

The Chasm-Merrill alliance has been created to provide clients both qualitative and quantitative research methodologies to illuminate opportunities to increase revenue and rapidly expand while reducing the risk of bringing new or disruptive technologies to market.

"We can increase our clients' abilities to understand trending opportunities earlier, hasten product development efforts, and refine go-to-market initiatives to deliver results sooner," added Wiefels.

"On their own Merrill Research and the Chasm Group have long-term, proven track records in helping technology clients to be more competitive and create stronger go-to-market models. By combining complementary efforts – research services with strategy consulting – our alliance will offer clients unique value," said David M. Schneer, co-founder and general partner of Merrill Research.

Mr. Schneer will be joining the Chasm Group as Senior Research Advisor while also still maintaining his role at Merrill Research.

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