TECHNICAL AND R&D CENTERS
TOP USES FOR PLUNKETT RESEARCH ONLINE

PlunkettResearchOnline.com

N⁰.1 BUILD A LIST OF COMPANIES TO CONTACT

EXAMPLE: You have an urgent need for contacts at the leading pharmaceutical manufacturers within the EU, in order to conduct a survey on the impact of biosimilars.

ACTION PLAN: Using a few simple criteria within Plunkett Research Online's Biotechnology & Genetics Research Center, you can export into Excel a list of major pharma firms according to location, including company name, address, phone number, executive names with titles, revenues and more.

TIP: You have the option of saving the file or, using a simple form within Plunkett Research Online, you can email the file instantly to a coworker who needs it.

N⁰.2 TRAIN YOUR STAFF

EXAMPLE: Your Director of Marketing has hired three new marketing team members. The department director wants these new hires to become conversant with trends and terms in the following industries by next week: Biotech/Drug Development, Digital Patient Records and Health Insurance.

ACTION PLAN: You go to the Health Care, Biotechnology and Insurance Research Centers on Plunkett Research Online. With the user-friendly Build-A-Report tool, you quickly create briefing books in PDF format for each of these industries. You are able to include industry overviews, trends, statistics and glossaries. You can print out your custom briefing books, or share them with the marketing team electronically.

TIP: With a subscription to Plunkett Research Online, your staff will be able to return to Plunkett Research at any time to utilize the industry-specific databases of leading companies, industry associations and government agencies for further research.

N⁰.3 PREPARE FOR A CONFERENCE

EXAMPLE: At a major conference, you have an opportunity to make a presentation on your firm's interest in nanotechnology. You want to create slides in PowerPoint for your presentation, pointing out the potential applications of nanotech, and showing the extent of global investment in nanotechnology R&D.

ACTION PLAN: Using the Nanotechnology & MEMS Research Center on Plunkett Research Online, you can create the data with little effort. Plunkett's tools enable you to find the latest information, copy it, and paste it into your slides.

TIP: The proprietary industry data within Plunkett Research Online will save your team countless hours of research time. Your staff will be better informed about vital industries and their key facts. Team members will be confident and knowledgeable during meetings. No other research tool gives you the cost-effective, easy-to-use features available on Plunkett Research Online.

We are always among the first to cover business research and competitive intelligence in leading-edge industries.

- We are noted for the data published in our innovative Industry Research Centers covering such topics as: Nanotechnology, Renewable Energy, Green Technology, Biotechnology and Games/Apps/Social Media

Our analysis includes coverage of cutting-edge tech trends in all industries, such as Oil/Gas, InfoTech, and Wireless.

- WHAT'S THE STATUS OF SUPERCOMPUTING?
- PERVASIVE COMPUTING?
- FUEL CELLS?
- SUPERCONDUCTIVITY?
- WE COVER THESE TRENDS AND MANY, MANY MORE.

Our exclusive database of leading companies covers rapidly growing, privately- held and venture-funded companies that other databases lack. For example, technology transfer personnel can use Plunkett Research Online to filter, view and export lists of selected companies.