



CLIENTS:

Alcatel-Lucent
ARRIS (Motorola)
AT&T
BSNL / MTNL (India PTT)
Bell Aliant
Bell Canada
BMMA
(Broadband Multimedia
Marketing Assn)
British Telecom
Broadsoft
CenturyLink
Cincinnati Bell
CostQuest Associates
Ericsson Australia
France Telecom
Frontier Communications
GVTC
Hawaiian Telcom
HGS
Hitachi
InfoCom Research
International Softswitch
Consortium
LinkAmerica Alliance
Mitsubishi Research Institute
MTS
Nomura Research
North State Communications
Northwestel
NTT
Revana
SaskTel
Siemens (Germany & US)
SS8 Networks
Synacor
Tbaytel
TDS Telecom
Telstra
TELUS
University of Wisconsin
Extension
Verizon
Windstream

Association Management

ResearchFirst has helped establish and successfully manage several telecom industry associations. We invite you to learn about and participate in them. We also welcome inquiries regarding the development and management of new associations.

> **BMMA.**

The Broadband Multimedia Marketing Association (www.bmma.us), organized in 2002, is an international association that enhances the business of service providers and vendors in the telco broadband services industry and advances the adoption and use of broadband services. We help our members by identifying key industry success factors and sharing best-practice marketing and other industry information.

The BMMA brings together broadband marketing professionals to share success stories and failures, to learn about industry trends and services, and for the all-important networking.

Benefits include two annual face-to-face meetings, the opportunity to develop relationships with industry peers, access to our broadband benchmarking report as well as other industry reports, and participation in our monthly hot topic calls.

> **Alternate Channels.**

ResearchFirst has held a number of workshops covering issues related to alternate channels and has recently developed an organization to allow continued networking and discussions of related best practices throughout the year.

Benefits include two annual face-to-face meetings, the opportunity to develop relationships with peers, access to our benchmarking report, and participation in periodic conference calls throughout the year.

General Capabilities

We conduct primary qualitative and quantitative research for the residential and business markets, providing end to end service.

Examples include:

- > Market research
- > Consulting: marketing, sales, operations, RFP development and response
- > Sales training
- > Association management
- > Marketing and sales/customer care conference coordination