

So are we

Decision Support for the World of Social Technology

HNYB INSIGHTS understands the world of Social Technology (Social Media, Social Networking, Social Business, Social Computing, Social Mobile and Social Capital all rolled into one), and knows what happens when the two elements social and technology are put together well, powerful opportunities that foster learning and innovation – helping your business or function achieve greater visibility and impact – are created. It's an exciting world of possibilities in which business intelligence is the focus of, and rationale behind, our advice, experiential knowledge, and decision support. Whatever your role within this world, you need an independent, reliable, and ongoing source of data, trends, insights, and intelligence to keep you on the leading edge. And ahead of the game.

To ensure the relevance and effectiveness of your social technology initiatives, and its successful implementation in a fast-changing competitive environment, rely on HNYB INSIGHTS for its unique blend of industry expertise, extensive research, and rigorous analytic framework.



We help you realize your vision

Keep watch over the world of Social Technology

From our vantage point, the world of Social Technology is experiencing profound change. So are the rules of engagement. As a result, knowing how users evaluate, buy, and use Social Technology is critical for the growth of your organization. The end user, once uninformed and easy to please, is now worldly and discriminating, with complex business needs and habits. Both Marketing and IT budgets are under close scrutiny. The marketplace is teeming with larger, tougher, more dominant competitors, making the price of admission far riskier. The information itself, once difficult to access is now available everywhere.

See the entire industry in context

Let HNYB INSIGHTS be your guide. We have the tools, techniques, data, and insights to help you negotiate the difficult terrain of the Social Technology Industry. HNYB INSIGHTS has a rigorous framework for analyzing the entire Social Technology industry in context, a framework that is recognized for its holistic approach. When you choose HNYB INSIGHTS, you get a collaborative partner with a sophisticated outlook, industry savvy point of view, ready to help you uncover opportunities, strengthen your market presence hence ultimately become more successful.

Obtain independent knowledge

Every day you need information and advice to solve business problems. The magnitude of the decisions differs. Some are day-to-day matters, while others have a lasting impact on your organization. Your overall objective is the same – to obtain trusted, reliable, and independent knowledge that will help you operate at peak performance.



Obtain advice you can trust



Extend the capabilities of your team

As independent advisers, our primary research capabilities and analytical insights are unparalleled in the industry. Our team of experienced industry analysts has walked in your shoes and understands the scope of your needs. HNYB INSIGHTS serves as an extension of your team, with an unrivaled commitment to providing responsive, insightful, efficient service. We have helped thousands of leading institutions define, create, package, launch, monitor, and evaluate their business offerings. As a decision maker, you will benefit from our presence alongside you at each stage of your organization's life cycle, and through the life of each of your key offerings.

Feel the pulse of the industry

We provide decision support for and about all aspects of the Social Technology Industry. We interact with the market daily, tracking the entire industry from vendors, through buying and deploying functions, to end users. We define and segment the industry, gather and analyze data covering each market segment, track key trends, and then share that knowledge and analysis with you through a full array of syndicated and custom advisory services.

Enjoy a flexible approach

Membership Subscription Services

Our continuous Subscription Services are ideal for ongoing support throughout the year. As an extension of your team, we provide independent data and advice about all aspects of your business strategy and information product development process.

Custom Research and Advisory Services

Designed solely for you, Custom Research and Advisory Services allow you to “drill down” for in-depth understanding of a particular issue, product, competitor, or customer segment.

Multi-Client Studies

To help you better understand your target markets and end users, Multi-Client Studies and Reports provide data, insight, and analysis about commercial content suppliers as well as the buyer and user markets that purchase and consume content.

Performance Benchmark Research

Performance Benchmark Research allows you to compare yourself to others, and provides data, insight, and analysis about market size, market share, pricing, user loyalty, and operational performance.

Events and Roundtables

A forum for problem-solving and planning, our Events and Roundtables bring together decision makers from across the industry to network and discuss hot trends, issues, and implications.

Training Services

Training Services help you learn how to use and implement many of our tools and methodologies. Underlying all of our offerings are our unique data assets:

- Hundreds of product comparisons and key business metrics for more than 3,000 vendors.
- Quarterly and annual financial performance of the industry’s top 100 public companies.
- Listings and key statistics of the top Global 2000 corporate and education institutions, and government agencies that consume information content.
- Comprehensive operational benchmarks on the major business functions within the Global 2000.