

NewtonX

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Strategic Research Partnerships: How Microsoft and NewtonX Source Critical Business Insights

Introductions



Tracy Wang

**Senior Research
Program Manager**



Zoe Dowling

**Principal Research
Program Manager**



Leon Mishkis

COO



What's the key to making complex business decisions in confidence?

Finding the right strategic research partner — and co-creating an approach to source deep insights for business needs.

Agenda

- 1 Microsoft's challenge
- 2 How NewtonX uniquely solves B2B research challenges
- 3 Developing a strategic research partnership & roadmap
- 4 Takeaways

Microsoft's challenge

Business Goal



Objective

- Fuel customer obsession within Azure product development

Research Needs



Insights Needed

- › **Competitive research**
- › **Customer pain points**
- › **Customer satisfaction drivers**

Research Challenges



Sourcing deep technical insights



Delivering insights at scale – mixed methods approach



Finding experts with specific expertise – a challenge of sample feasibility



Efficient recruitment

The Solution

1

**Develop a
strategic research
partnership**

2

**Co-create a
flexible research
roadmap**

3

**Iterate on
audiences and
operating model
for complex
business needs**

How NewtonX solves B2B research challenges

NewtonX is uniquely positioned to address key challenges facing B2B research today. ✕

✧ No reach

Traditional research methods miss those with the most relevant experience.

B2B research is often fielded to a B2C audience, rather than to senior decision makers who know the ins and outs of their industry.

✧ Bad data

Researchers are forced to settle for bad data and unreliable sources.

Research companies tend to lack proper quality checks to ensure their sources have the exact qualifications needed to weigh in.

✧ Fraud

The research industry is rife with fraud—it's easy for anyone to pass as an expert.

50% of so-called subject matter experts are not who they say they are.

Source: NewtonX

NewtonX is the only B2B research provider that can reach and verify niche audiences at scale.

ACCURACY



Custom recruiting

Custom Recruiting is our way of ensuring you're connecting with exactly the right people. We begin every project with an advanced query in the NewtonX Graph that's composed of over 40 distinct attributes for maximum specificity.



SCALE

1.1 billion

Rather than pull from a closed pool of respondents, the NewtonX Graph sources from an open network of 1.1 billion B2B professionals across over 140 industries. This ensures you get the largest possible reach without compromising any nuance.



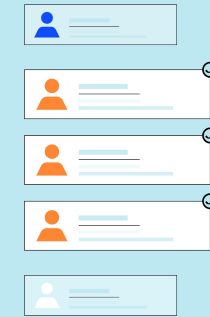
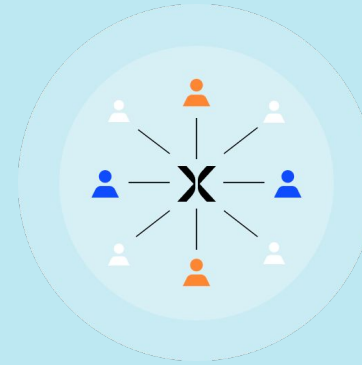
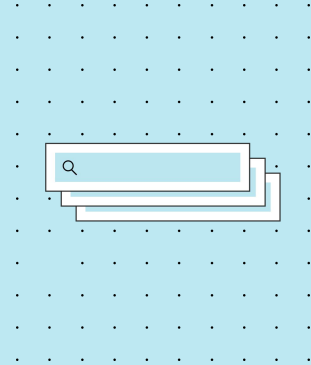
QUALITY

100%

We guarantee 100% fraud-free samples. The professionals we source undergo a two-point verification process consisting of a LinkedIn and corporate email check. It's how we ensure the exact qualifications necessary for your project's success.

Finding niche professionals with the NewtonX Graph

Our Knowledge Graph custom recruits from 1.1 billion B2B professionals. It gives us the ability to create the most specific search and return niche results at scale.



01
Input

02
Refine

03
Identify

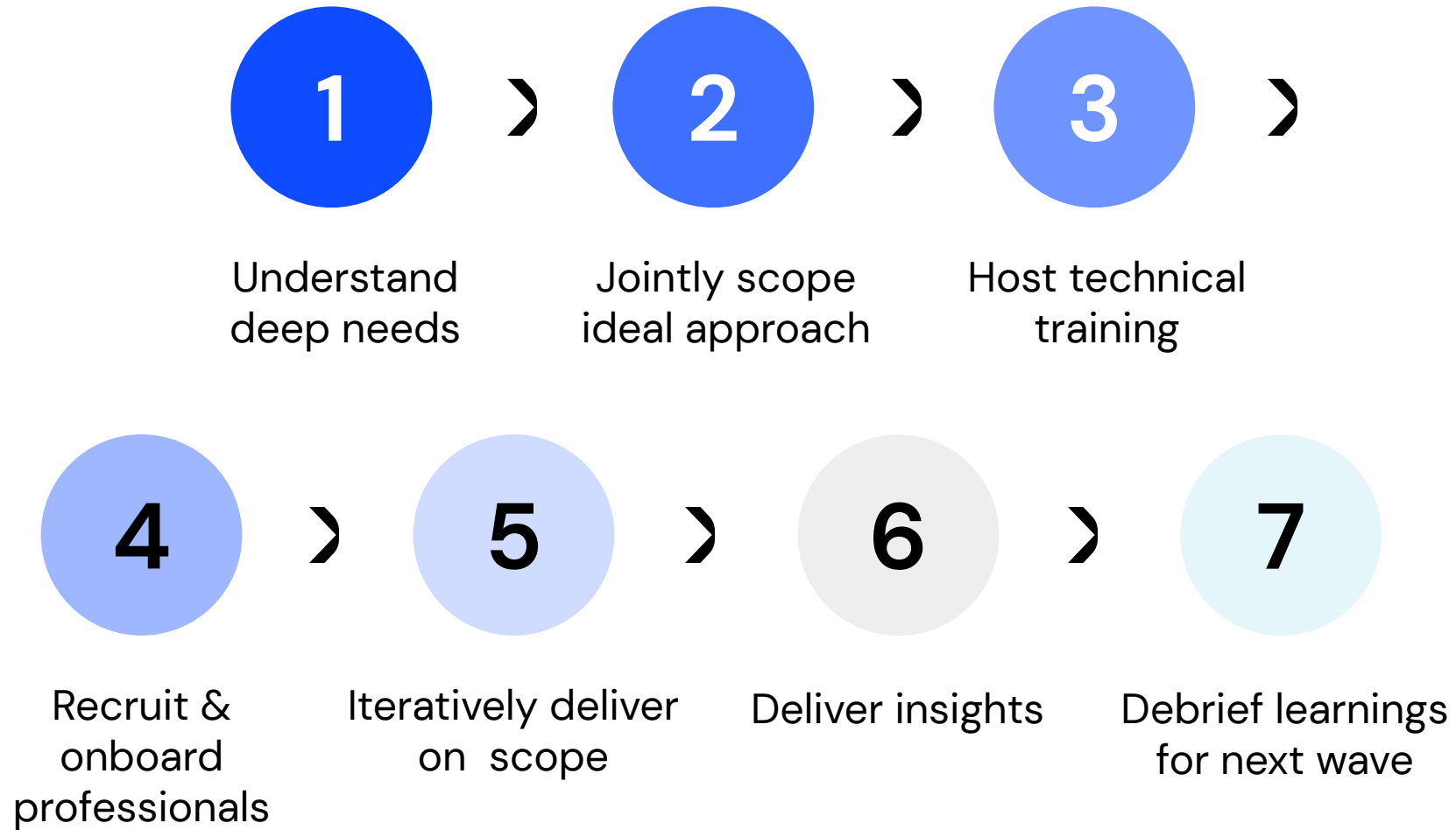
04
Compile

Developing a strategic research partnership & roadmap

What Partnership Means



Overall Strategic Flow



Deep Dive: Joint Scoping



➤ Assess gap between audience needs and market feasibility

➤ Collaborate on bridging the gap

Deep Dive: Technical Ramp Up



Project team deep dives on product understanding to effectively assess candidate knowledge

Deep Dive: Technical Ramp Up – Audience Screening

Microsoft needed professionals who regularly use technical cloud services products.



The NewtonX team became product specialists to effectively assess candidates.



We designed an interdependent quant-qual approach for deep insights.

Deep Dive: Operating Model



➤ Daily feedback loop to report key metric progress

➤ Weekly check-in to iterate on strategic approach based on challenges

Impact & takeaways

Takeaways and impact on future research initiatives

1

Strategic research partnerships are critical to business success

2

Strong operating models are rooted in trust and constant communication

3

Niche and highly technical audiences take iteration to bridge market feasibilities

Business impact: Research fuels Azure's customer obsession

➤ We provide signals & direction to product teams that feed into Semester Planning.

Q&A

Learn more at www.newtonx.com/get-started.

