



Whether you need a short topline summary or a detailed, statistical report, we'll help you analyze your data and build an insightful and actionable report that tells the real story and incites positive action.

From Enigma to Enlightenment.

What Makes a Great Report

- Great reports create actionable insights based on specific business and research objectives.
- Whether your audience is the C-Suite, the marketing department, an agency, or a brand manager, reports need to be clearly written to meet the needs and expectations of the audience
- Great reports are well-organized and tell a story. It's not about the order of the questions in the survey or the IDI. It's about finding the story and compelling the audience to get inspired and take action.
- Whether charts, tables, or imagery, great reports use easy to understand graphics.

What to Expect of Your Written Report

- PPT or Word files using your template, your clients' template, or our template
- Choose short, topline reports or fully detailed reports segmented by demographics and psychographics
- Leverage descriptive statistics or advanced inferential statistics with significance testing
- Data analysis conducted by expert analysts and statisticians
- Written by researchers with extensive expertise in the methodology and your industry

Dashboard and Infographic Reports

- Dashboards are ideal for reporting detailed results based on large sample sizes, multiple geographical regions, multiple product lines, or longitudinal data where extensive sub-sampling of data will take place
- Infographics are ideal for reports intended to capture the imagination and inspire. Display on a wall, on a screensaver, or in social media.



For more than ten years, E2E Research has specialized in converting enigmas into enlightenment for researchers and insights companies around the world.

We offer a full range of market research, data analytics, and business intelligence solutions to help you extend your services, fill the gaps, and offer End-to-End value for your clients.



Blockchain in Banking & Finance

BUSINESS SITUATION

- A global IT consulting and services company needed to identify the stage at which organizations have adopted or are ready to adopt Blockchain technology, a decentralized and highly-encrypted computing platform that is likely to have important privacy and security implications.
- They were interested in organizations across 5 industry sectors and in more than 15 countries.

FRAMEWORK

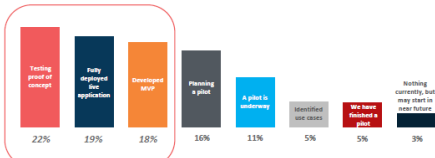
- ~3000 online surveys were completed by participants who met the target criteria
 - Employment titles were manager or above
 - Employed at a healthcare, retail, BFSI, or manufacturing company with revenue of \$1 billion or more

RESULTS

- A rich B2B database including industry, designation, and demographics was built which can be maintained over many years
- The client can now evaluate readiness for blockchain adoption by a variety of key industry, employment, and demographic variables.

Current Stage of Organization's Blockchain Initiative

Almost 1/3rd of respondents stated that they are at "critical point of adoption" stage in Blockchain initiative, followed by "Fully deployed live application" & "Developed MVP" with 18% & 18% respectively.



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Change in Marketing Activities Due to Covid-19

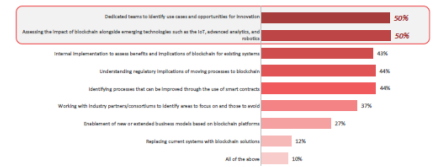
More than 1/3rd of the respondents said that "IT" division is the topmost marketing division for the organization, followed by "Innovation" division with 21%.



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Components of Blockchain Strategy

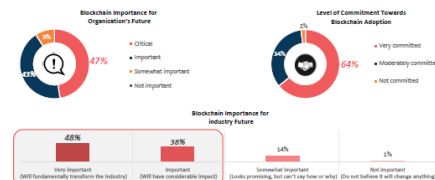
50% of the respondents identify that "Dedicated teams to identify use cases and opportunities for innovation" & "Assessing the impact of blockchain alongside emerging technologies such as IoT, advanced analytics, and robotics" are the two key components of blockchain strategy.



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Importance of Blockchain & Commitment Towards Its Adoption

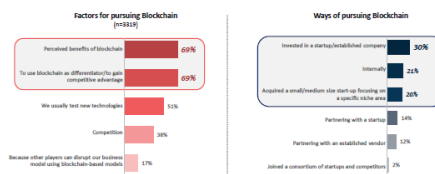
Almost 1/2 of respondents said, blockchain is "Critical/Very important" for Organization's/Industry's future. Also, with 43% respondents their blockchain is more important for organization's future as compared with industry's future with 36%. 64% of respondents are "Very committed" towards blockchain adoption.



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Factors & Ways of Pursuing Blockchain

With 65% "Perceived benefits of blockchain" & "To use blockchain as differentiator to gain competitive advantage" are the top factors for pursuing blockchain. The topmost ways to pursue blockchain with 30% is "Invested in a startup/established company", followed by "Internally", "Acquired a small/medium size startup focusing on a specific niche area" with an average of 26%.



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