

...Special Studies

Perhaps you need an outside perspective or expert viewpoint on a unique business question. Ellipsis Partners has been retained by several nonprofit organizations and associations to conduct special inquiry into an area of need or interest. Our experience in defining the question, structuring the research, and formulating an actionable analysis has proven valuable to our clients in several areas. Some of the more recent studies conducted include:

- ... Audit and assessment of the academic use of Information Technology
- ... Scan of association practices within online advertising
- ... Scan of association practices for consumer-specific websites
- ... Survey of business models for pay-per-view/micro purchases within associations
- ... Scan of outsourced IT support vendors
- ... Evaluation of internal IT performance and services
- ... Survey of IT staffing models

Technology Audits and Strategic Planning

Maybe it's more than just your website you need to consider. Stepping back and taking an objective look at the role technology plays—or should play—within your organization is the precursor to making budget, staff, or technology decisions. Ellipsis Partners works with organizational leadership to define the mission of IT as it supports your overall strategic objectives and assists you in building a work plan for how to get the most of your IT investment.

Competitive Scan

Your landscape of potential competitors or partners altered the minute you went on the Web, and it continues to change. With whom are you competing for attention and revenue? What are they doing online that distinguishes their position? Ellipsis Partners will assess the landscape of sites that compare/compete with yours and contrast it to your own efforts to give you a roadmap for moving forward. Oftentimes these scans are a great way of identifying how your organization can distinguish itself—or adopt a new marketing angle—in this crowded online marketplace.

Assessment/Feasibility Studies

Do you have an idea for a new technology initiative, but you wonder: “if you build it will they come?” Our job is to help bring clarity to the business problem or opportunity, benchmark your existing assets and identify the success factors needed to make it work. Some of the studies we have designed and conducted for our clients include elearning feasibility, B2B portal, community tools, blogs, and extranets. As needed, we can help you translate this market data into a business case for positioning your idea to others.

Recent clients include...

American Nurses Credentialing Center
American Physical Therapy Association
American Psychological Association
Goodwill Industries of the Chesapeake
Howard Hughes Medical Institute

MRA, Inc.
National Automobile Dealers Association
National Society of Professional Engineers
Norfolk Academy