

TUX

CUSTOMER RESEARCH PROJECT BRIEF

Background

Autodesk MapGuide is our current offering to develop and deliver web-based mapping applications. It is used by government organizations, utilities, communications companies, to publish and share CAD and GIS information

Mapping applications are typically developed either by internal staff or outside consultants, and deployed either internally or on the web for public viewing.

MapGuide customers can be divided into two groups:

- 1) End user organizations that deploy (and sometimes internally develop) web-based mapping applications to internal staff, extended groups, or the public
- 2) Developer/reseller organizations that design, develop and implement web-based mapping applications for their customers (end user organizations)

MapGuide has significantly better market penetration in Europe than the US.

In the coming year, MapGuide will be supplanted by a next-generation web mapping platform, code named "Tux".

Objectives

The goals of this project are to:

- Validate the business drivers behind web-based mapping solutions within end user organizations
- Better understand the business models used within developer organizations
- Determine why MapGuide is more successful in Europe
- Validate planned messaging for Tux

The results of this information will be used to refine the Tux messaging and marketing strategies.

Target Research Areas

While selected end user organizations will be included in the research, the primary focus should be on developer organizations. Because they provide development and implementation services to end user organizations, they can provide insight into why these systems are acquired and how they are used.

Key questions to be addressed in the research include:

Target Decision Makers

- Who in the organization drove the decision to purchase MapGuide?

Value Proposition

- Why do end user organizations choose to implement MapGuide?
- Importance vs. Performance testing of key benefits:

- a. Integrating CAD and GIS information
 - b. Sharing and publishing spatial information internally and externally
 - c. Eliminating hardcopy distribution and reducing costs
 - d. Producing views of and reports on spatial information
- What are the quantifiable benefits of their MapGuide solution?
 - a. How much time or money is saved by distributing spatial data digitally instead of using hardcopy?
 - b. How is productivity improved by publishing spatial data?
 - c. What other groups or people are end user organizations able to share spatial information with?
- How does Tux compare to MapGuide?
 - a. What are the most significant benefits of Tux?
 - b. Do the perceived advantages outweigh the cost of migrating?

Business Dynamics – for developers only

- Why do you sell MapGuide?
- Do you sell other Autodesk products? If so, which ones?
- Do you sell competitive GIS products? If so, when do you sell MapGuide?
- What other software/solutions do you implement for your customers? (Facilities Management, CAD, Survey, GPS, other)
- How much would Linux support increase your business opportunities?

Solution Functionality

- What is the best/worst part of using MapGuide?
- Does a web mapping solution based on Linux appeal to you?
- Do you integrate MapGuide with other applications?
- What are the top three things you'd like to see in a web mapping solution that aren't in MapGuide?

Team

This project will be managed by Peter Moran (Product Marketing Manager) and Kirsten Davidson (Brand Manager). Margaret Silber in the Customer and Market Intelligence group will be involved in research methodology, vendor selection and in survey design. Research collection and reporting will be outsourced.

Methodology and Sample

Final methodology is TBD pending vendor recommendations. It is expected that the research will include of 1-hour telephone interviews with key customer and developer organizations in the US and Europe. Depending on the recommendations, it may also include focus groups or site visits.

Autodesk will provide customer contact information for selected MapGuide users and developers in the US and Europe who are currently previewing Tux under NDA. Results should be summarized US vs. Europe.

Budget

The cost is TBD pending vendor proposals.

Project Timeline

Field research is planned to begin in late November, with early results to be shared in December, and a final report delivered in January. Customer lists can be provided immediately.

Related Documents

MapGuide brochure – for background information

www.autodesk.com/mapguide - product information, customer stories and sites

Tux Market Strategy Brief – section 1.12 contains proposed messaging

Tux Messaging Slide – current messaging used in internal presentations