

PROVIDING CLEARER BUSINESS DECISIONS, FOR  
TECHNOLOGY, DIGITAL AND CREATIVE BUSINESSES,  
THROUGH MARKET AND BUSINESS INTELLIGENCE.

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## THAP PROJECT: GROUNDBREAKING RESEARCH INTO SOCIAL NETWORKING

RESEARCH FOR CREATIVE INDUSTRIES



CLEARER BUSINESS DECISIONS



Founded in 2004 by business partners Adam Paxton and Thomas Howsam, THAP Ltd is primarily a web development company that also offers a range of services including ASP.net, Microsoft SQL Server and Windows Applications. Based in Middlesbrough, the company delivers large scale web development projects for a broad range of clients. Since its inception, THAP has rapidly become a successful, high-growth business with a staff of seven who regularly win six figure contracts.

Hailing from a technical background, Adam, Tom and their staff had a limited knowledge of marketing and sales. However, with the company experiencing rapid growth, this was a key area that they urgently required expertise and assistance in.

### Challenge

"When it came to market intelligence, we didn't have a great deal of resources and were unsure where to find the right information," explains Adam. "We were investing a great deal of valuable time and effort and using staff who are technical developers. Obviously marketing isn't a core skill for them and that's why we turned to Clear Intelligence, that's their strength."

THAP required Clear Intelligence to gather market intelligence specifically targeting the newly developing social networking phenomena. The team at THAP knew this was an extremely difficult market to tap into from a research perspective. This huge but immature industry is still relatively volatile, which means statistics vary greatly so it was a challenge to gather any tangible information. It was around this time in October 2007 that Microsoft paid £117 million for a 1.6% stake in Facebook.

**"The team at Clear delivered right-first-time intelligence that saved us a great deal of time and money. They required minimal input from us and delivered a high quality report, within a tight timeframe. It really was an exceptional service from start to finish."**

Adam Paxton, Director, THAP

### Solution

Clear Intelligence embraced the challenge and set about gathering intelligence on the social networking industry for an important proposal that THAP was compiling. By capturing up-to-the-minute data from a variety of reliable sources, Clear Intelligence provided an accurate review of this burgeoning market.

**"THAP is a highly successful company demanding high quality services that can demonstrate real benefits to their business. As an integral part of the THAP team, we're constantly looking to validate their business decisions, identify good leads, and keep them informed on a regular basis."**

Paul Patterson, Director, Clear Intelligence

"We were delighted to receive an interactive document packed with really useful, relevant and valuable information. It was broken down into global, UK and even regional data strands, which for the purposes of our business case was a real godsend," adds Adam.

### Business Benefits

The biggest business benefit of Clear Intelligence's work for THAP was a reduction in the time taken to carry out the market research, which was ultimately a cost saving for the company. It also meant that employees were free to focus on the core business.

"Quality of service is a cornerstone of our business and Clear Intelligence consistently delivers a high quality, highly personalised service," says Adam. "They are truly responsive and excellent communicators, which when you're a start up business is something you really depend on."

Paul Patterson, Director at Clear Intelligence says: "This is an example of how we can provide excellent value through groundbreaking intelligence on emerging industries such as social networking. For emerging companies in the creative sector, such as THAP, having this intelligence to hand is a major competitive advantage, especially when it comes to client proposals."

**"Clear Intelligence provides a truly personal service. Producing market research to such rigid specifications and so accurately tailored to our business requirements is like producing a work of art – it's very personal and I don't think anyone else could deliver exactly what we were looking for in such a short time."**

Adam Paxton, Director, THAP