

World Wide Worx and Database 360, a successful partnership

ICT, by its very nature, is constantly evolving and changing. While it touches on every business and every industry, technology requirements differ from person to person, company to company, and country to country, and these change as rapidly as the industry can come up with new ideas.



In order to keep track of these changes, research is essential. It provides the basis for an understanding of the industry, as well as informing the approach of companies in the sector. Analyst house World Wide Worx's regular research reports offer valuable insight into market shifts and technology usage.

Because effective research results can only be achieved through effective data gathering and analysis, especially in Africa's emerging markets where existing data is hard to come by, and even more so in the technology sector across the continent, World Wide Worx utilises the services of CG Consulting in order to obtain the accurate, verified data on which many of its analyses and reports are based.

The logistics of the data collection

While World Wide Worx compiles the questions and analyses the results, CG Consulting is responsible for the logistics of the data collection. This specialist service provider owns comprehensive databases of the ICT sector across the African continent, and uses its current, up-to-date contact lists in order to obtain correct and verified responses.

Arthur Goldstuck, MD of World Wide Worx, explained that outsourcing the data collection portion of the research offers faster results and allows the research company to focus on its core area of expertise: research design, interpretation and key conclusions. "We have been using Database 360's services in this area for a number of years, particularly when it comes to research up into Africa, where collecting data poses its own unique challenges. By using a specialist, we know we can rely on quick turnaround times and accurate data," he said.

Louise Robinson, sales director of CG Consulting, said that direct calling is essential to the success of any research project. "You can't just send out an email and expect to get a response with the requisite information. In fact, most people don't respond to emailed questionnaires at all," she said. "You have to physically speak to the correct contact person in order to get the right quality and accuracy of response. This is especially important when there are deadlines to getting the data back."

CG Consulting has partnered World Wide Worx on surveys in 10 African countries covering respondents that include SMEs and corporates. In addition, the company has worked with World Wide Worx on specialised surveys such as its Mobility and SME surveys, and Map IT research.

Unique conditions

"Research in Africa requires specialist knowledge because of its unique conditions, such as the multitude of languages, and time differences, as well as cultural differences," said Goldstuck. "Getting hold of people can often be problematic, and knowing how to ask the questions is also vital. Database 360 has the trained specialists, experience and knowledge of Africa that is required to make our research projects a success, and we have seen great benefit partnering with them."

Robinson explained that CG Consulting employs the manual process of physically contacting each respondent and asking all of the questions because that provides faster results than gathering email responses. In addition, because the surveys are conducted in emerging Africa, the data and information is constantly changing, so making the phone calls is not only essential to ensuring accurate and speedy results, but to keeping the company ahead of the pack.

"We continuously have to keep our fingers on the pulse and direct contact is the only way to do this. We currently regularly survey 10 countries, but are able to reach the whole of Africa with the same effectiveness. The potential is endless, and we are looking forward to seeing the evolution of the African IT industry in future surveys," she concluded.

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