

# Perry's Solutions, Inc

Quarterly Newsletter

February 2015

Welcome to our newsletter. It provides bullet inputs for your consumption. If you receive value from this, please share it with your network (e.g., LinkedIn, Twitter, Facebook).

## DOE IN MARKETING

Several case studies exist regarding use of Design Of Experiments (DOE) in the marketing function. This is beyond the conjoint analysis approach (similar, but different intent than creating product combinations). We have also worked with companies to create this value for them. This video talks about this application <http://bit.ly/1hYYVz2>. It can create big improvements and provide a clear competitive advantage. Have you heard about this? Would you like to learn more and begin applying it yourself? This is the next progression for DOE application after going upstream from Research & Development. It is already happening in leading companies. Is it time for your organization?

## QUESTIONS FOR YOU – EASY TO DO BUSINESS WITH

In recent newsletters, we have been asking questions about how we engage with you. Getting direct feedback from people like you is always beneficial and appreciated. This time the question is, are we an easy company to do business with? And if not, what could we do to make it better for you. We have done several things based on prior feedback but expect there are more opportunities! I would love to hear from you.

## THE BEST FROM 2014 - VIDEO ON YOUTUBE

Our most popular video in 2014 was “Robust Design.” There are several layers to the topic which we address for you. Companies desire to be robust, and apparently on a world-wide basis. Few seem to have tools to create it. Many validation efforts experience challenges. How can you make it happen? Watch the video then call us to help you make it a reality. <http://bit.ly/1bciKlr>.

Have a great day!

The logo for Perry's Solutions, Inc, featuring the name "Perry" in a stylized, blue, cursive font.

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