

A STEADY STREAM OF DATA IS COMING YOUR WAY

worldflow monitoring service

Your questions don't stop . . .

Which features should I add?
Is there a market for this product?
What do users really want?
Should we develop the new products ourselves
or form an alliance?
What are the best industries and applications
to target?
How can we best position our flowmeters?
What is the competition up to?
Is the traditional flowmeter technology here to
stay?



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**MARKET BAROMETER
USER PERSPECTIVE
PROCESS INDUSTRY
MONITOR
LIVING DATABASE**

DUCKER
worldwide

FLOW RESEARCH

AN IDEA NETWORK COMPANY

Neither do our answers.

If you're in the flowmeter industry, you need hard data, not guesswork or opinion, to make the best decisions for your business.

Worldflow Monitoring Service gathers up-to-the-minute data tailored to flowmeter product and marketing managers and distributors. We talk to endusers, to other product and marketing managers, and to experts in the process industries. As analysts in the flowmeter industry, we also help you understand what this means to you.

So keep those questions coming and we'll keep answers flowing to you. All year long.



Monitor the pulse of the industry

Whether you're a manufacturer, distributor, OEM, or enduser, an annual subscription to our Worldflow™ Monitoring Service gives you essential data that keeps you informed and offers insight to help you

- Make decisions about product development
- Formulate growth strategies
- Identify target industries

- Learn about new and emerging markets and applications for flowmeters
- Understand flowmeters in the process industries

- Spot changes in buying patterns
- Every quarter you receive three reports that collect, analyze, and send you the data about the flowmeter industry, the process industries, and changing user needs. You also gain

access to our Living Database of Products and Applications.

Our services complement each other, giving you a complete roadmap of the industry for informed decision making.



Catch the trend of flow with Market Barometer

It's not the absolute value so much as the trend value of the barometric pressure that makes a barometer useful for forecasting. In that spirit, Market Barometer helps you understand the trends as it keeps you current on the "state of the industry." Every quarter we report important events and draw on our 15 years of experience to interpret their significance for the flowmeter industry. Topics include:

- Long-range trends
- New flow-related products and technologies
- Industry updates — who's doing what, who's acquiring whom
- Results from flow-related conferences such as Interkama and ISA
- Flowmeter marketing strategies

We'll answer questions such as:

- What will be the impact on the ultrasonic flowmeter market if the API and AGA approve the use of Coriolis flowmeters for custody transfer of natural gas?
- What is the future of multivariable flowmeters and why are users buying them?

Who needs it?

Manufacturers and **distributors** who want to stay informed about the flow industry and understand trends in products and technologies.

Endusers and **OEMs** who want to know what new products are available and understand what technologies are being developed.

Tune in to your customers with User Perspective

User Perspective provides data about flowmeter users you can't find anywhere else. No other analysts are systematically collecting data on the user perspective or capturing changing conditions and patterns – and their impact on flowmeter purchases.

We already have a baseline of data from our last worldwide user survey. Now, through our quarterly user surveys, we can quickly spot changes in spending patterns that may not show up elsewhere for a year or two. Every quarter, in collaboration with Ducker Research, we conduct a survey of flowmeter users and let you know what they're saying about:

- Flowmeter purchase plans
- Reasons for buying and using specific types of flowmeters
- Short-term changes in applications
- Problems and unmet needs
- Capital spending
- Distribution channels

Armed with this information you can create sales forecasts, learn how end-users perceive suppliers, and find out how to best meet the needs of and reach your customers.

Who needs it?

Manufacturers and **distributors** who want to understand what their spending plans are, what problems users are having with their flowmeters, what needs are currently not being met.

Track the process industries with Process Industry Monitor

Our quarterly Process Industry Monitor (PIM) highlights important happenings in the process industries – events that directly influence your customers' purchasing decisions – and explains the implications for flow measurement.

We cover events in all the major process industries: oil and gas, refining, chemical, food processing, pharmaceutical, pulp and paper, power, water and wastewater.

Events we'll be analyzing include:

- The importance to flowmeters of capital spending forecasts in the process industries
- Mergers and acquisitions among the process companies
- New regulations that affect the need for instrumentation
- Construction or upgrades of refineries and chemical plants
- Industries that are good prospects for flowmeter sales – or not so good
- Product shipments within particular process industries

Who needs it?

Manufacturers and distributors who want to stay informed about the process industries and understand trends in products and technologies

Endusers and OEMs who want to follow the process industries and understand the impact of events in these industries on flow measurement.



Flash Reports

Subscriptions to Market Barometer and Process Industry Monitor also include respective Flash Reports as needed to bring you breaking news.

Flash Reports highlight new developments in the flowmeter and process industries and feature commentary and analysis.

Our sources

To bring you timely and accurate information and cogent analysis, Worldflow draws on:

- Interviews with flowmeter suppliers and users
- 3,220 pages of New Technology Flowmeter studies
- The Flow Research knowledge base of information on flow
- Trade publications, shows, general media

Product information at your fingertips with Living Database

In addition to our quarterly reports, we offer access to our searchable, centralized online database. It is comprised of hundreds of up-to-date product specifications and descriptions for flowmeters offered around the world, grouped by technology.

You will find objective analyses of products and data and a system of selecting flowmeters based on our paradigm case method of flowmeter selection. As the name implies, we continuously update the Living Database when flow products are released, modified, or retired.

Reference

A basic reference section includes articles on flow, names and addresses of flowmeter suppliers and

distributors, discussions of the advantages and disadvantages of different types of meters, and other important information on flow.

Products

In the product section, we arrange product profiles on flowmeters by products and technology with summary specifications, photos, and descriptions. We currently have data on Coriolis, ultrasonic, magnetic, vortex, multivariable DP, positive displacement, and turbine technologies and will have product data on open channel, thermal, and variable area flowmeters by mid-year.

Applications

An applications section discusses applications for different types of

flowmeters – the types of meters used for steam flow measurement, for example, and custody transfer applications for natural gas.

Who needs it?

Endusers and OEMs who need to specify or select flowmeters and want a centralized location for finding detailed product information, objectively presented.

Anyone who needs information about flowmeters and wants to read articles, contact companies, or better understand the advantages and disadvantages of various flow technologies.

What you get

A one-year subscription to the Worldflow Monitoring Service includes all of the products in the following table. Subscriptions can also be purchased a la carte. (See order form for details.)

Worldflow product	Frequency	Passwords	Hardcopy	Pages per issue	Flash reports
Market Barometer	quarterly	2	2	40-80	Flow Flash
User Perspective	quarterly	2	2	40-80	
Process Industry Monitor (PIM)	quarterly	2	2	40-80	Process Flash
Living Database	continuous	2	online only		
Living Database-Lite (reference portion)	continuous	1			



Capitalize on our experience

Massachusetts-based Flow Research, founded in 1999, is the only market research company whose primary mission is re-

searching flowmeter markets. It is a division of Idea Network, a market research and publishing company producing market research, technical reports, and newsletters for the process control industry since 1986. Both were founded by president **Dr. Jesse Yoder**, who in his 15 years of experience in the process control and instrumentation markets has written more than 40 market research studies and published numerous articles on instrumentation in industry journals, including *Control*, *Pipeline and Gas Journal*, *Control Engineering*, *InTech*, *Plant Services*, and *Control Solutions*.

Michael Kirsch, senior analyst and editor of *User Perspective*, has more than 30 years of industrial and consulting experience, in the areas of R&D, market research and strategic planning. He holds an MBA and a

bachelor's degree in chemical engineering and has held positions with General Electric Company, Chem Systems, American Hoechst, Borg-Warner Corporation, New England Consulting Alliance, Phillip Townsend Associates, and The PST Group. Mike has been working for Flow Research for over two years, and has done many of our user surveys.

Belinda Burum, editor of *Process Industry Monitor*, has worked in high tech for 14 years as a technical writer and marketing communications manager. Before that she honed her interviewing skills as a newspaper and wire service reporter. In 1990 and 1991 Belinda wrote newsletters and company profiles for Idea Network.

Flow Research is partnering with **Ducker Research** on *User Perspective*, the user survey component of the Worldflow service. Ducker has 40 years of experience in researching industrial and business markets and a staff of more than 60 in its Michigan and Paris offices.

Have you seen our new-technology flowmeter studies?

This exhaustive analysis of the world flowmeter market features:

Volume I: **The World Market for Coriolis Flowmeters** (434-page analysis of this fast-growing market)

Volume II: **The World Market for Magnetic Flowmeters** (555-page study on this market, which is more mature than ultrasonic, but still growing)

Volume III: **The World Market for Ultrasonic Flowmeters** (572-page study on the fastest-growing flowmeter market)

Volume IV: **The World Market for Vortex Flowmeters** (good potential for future growth; 444 pages)

Volume V: **The World Market for New Technology Flowmeters** (high-level comparison and analysis of all four technologies, plus data on single and multivariable differential pressure (DP) flowmeters; 651 pages)

Volume VI: **Worldwide Survey of Flowmeter Users** (total worldwide and regional analysis of what users value; 569 pages)