MERIT MILE

Turning Independent Market Research into Nerdio's Thought Leadership Platform

NOVEMBER 2026



Summary

Nerdio is an enterprise end-user computing (EUC) technology company with a clear perspective on the industry's evolution toward modern, cloud-based solutions. What it needed was original, independent data to substantiate that perspective, strengthen its credibility, and build a thought leadership platform it could truly own.

Merit Mile combined deep EUC industry expertise, independent market research capabilities, and integrated content and creative services to develop and execute an end-to-end research program. From survey strategy and primary research through data analysis, editorial storytelling, and custom design, the engagement produced more than a report: a proprietary market intelligence asset designed to fuel Nerdio's positioning, thought leadership, and ongoing marketing initiatives.

nerdio

Services Provided:

- Independent market research and survey development
- Data analysis and insights
- Editorial and thought leadership development
- Creative design and data visualization

How Merit Mile Helped:

- Developed the research strategy and survey
- Managed independent research fielding
- Analyzed data and uncovered key insights
- Built the overarching thought leadership narrative
- Wrote and designed the final research report
- Created custom infographics and data visualizations

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Challenge

The enterprise EUC market is undergoing a significant transformation. Changes in vendor licensing, accelerating Microsoft cloud adoption, evolving security requirements, and the complexity of managing hybrid environments are reshaping how organizations approach desktop and application delivery.

Nerdio had already been advancing the concept of *The Great Migration*, framing the industry's shift from traditional EUC operating models toward modern, cloud-enabled approaches. While existing analyst reports and third-party research supported that narrative, Nerdio wanted to move beyond citing others' findings and establish its own authoritative voice.

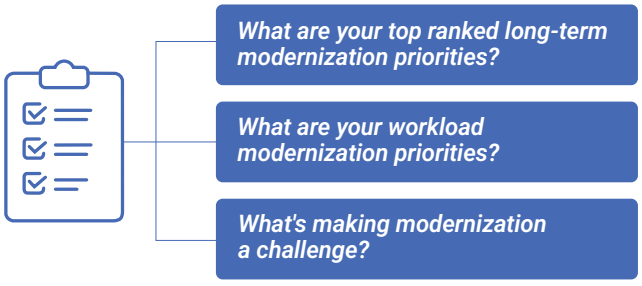
To own the conversation, Nerdio needed original data gathered directly from enterprise decision-makers, developed through a credible, independent methodology, and tailored to the questions shaping its market narrative. The research needed to stand on its own merits, not simply reinforce predetermined conclusions or vendor messaging.

Traditional analyst firms offered one path, but Nerdio sought a more agile, cost-effective approach without sacrificing research quality or strategic depth. The challenge was to create credible, proprietary market intelligence that could validate existing perspectives, reveal new insights, and establish a differentiated foundation for thought leadership and marketing content.

Solution

Research Strategy and Survey Development

Merit Mile began by immersing itself in Nerdio's business, technology, and market perspective at Nerdio's annual conference, **NerdioCon**, and by collaborating with the marketing and leadership teams. This firsthand exposure helped inform the research direction and identify the questions most relevant to Nerdio's customers and the broader EUC industry.



Drawing on extensive experience across the EUC ecosystem, including **Microsoft**, **Citrix**, **Omnissa**, and other leading workspace technologies, Merit Mile developed a research framework that examined the broader forces reshaping enterprise computing rather than narrowly validating a single vendor's point of view.

The process included establishing research objectives, developing survey questions, defining respondent qualifications, and structuring the study to uncover meaningful trends and relationships across enterprise environments, modernization strategies, technology investments, and operational priorities.

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Merit Mile managed survey programming, fielding, and quality assurance through an independent third-party research provider, collecting responses from 175 qualified enterprise EUC decision-makers.

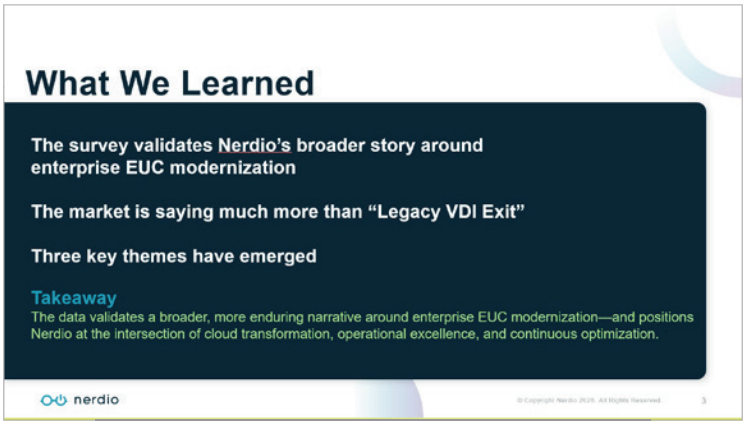
> *"Merit Mile brought a rare combination of deep industry knowledge and strong research and storytelling capabilities. They understood our technology, our customers, and the market dynamics from the outset. That made them a true strategic partner in shaping the research, interpreting the findings, and developing a credible story grounded in the data."*
>
> — Nerdio Marketing

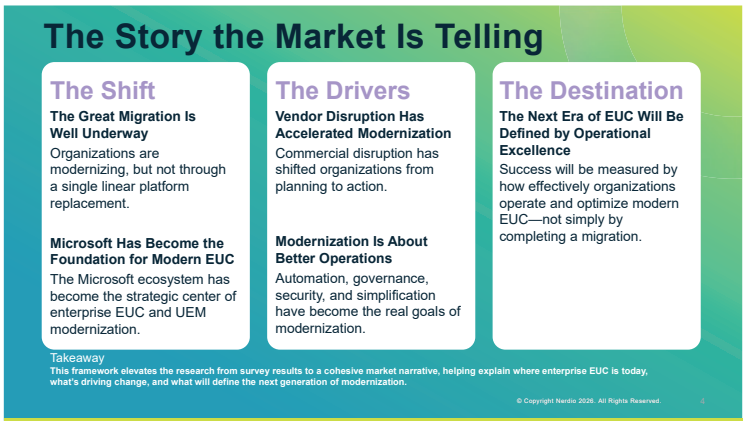
Data Analysis and Strategic Insight Development

With the original dataset in hand, Merit Mile analyzed the raw data to uncover the trends, patterns, and relationships that would form the foundation of the report.

This went far beyond presenting the results of individual survey questions. Merit Mile examined the findings across multiple dimensions, identifying which data points reinforced existing assumptions, which introduced new perspectives, and how the findings collectively helped explain broader industry trends.

The team then developed the overarching storyline, organized the findings into themes, and built an executive summary outlining the narrative, supporting evidence, and key insights. Through collaborative review and refinement, the teams aligned on the strongest themes, prioritized the most relevant findings, and determined which data warranted deeper exploration or inclusion in the final report.





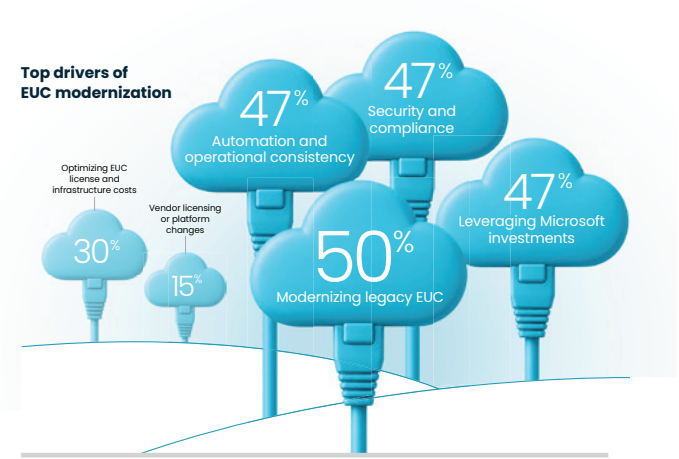
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Report Development and Creative Storytelling

With the research narrative established, Merit Mile developed the editorial structure and written content for ***The Great Migration: The Forces Reshaping Enterprise End-User Computing—and What Comes Next***. Rather than following the sequence of survey questions, the report was organized around the major forces driving EUC modernization, weaving together original findings, industry context, and executive perspectives to create an engaging, accessible story for enterprise technology decision-makers.

Merit Mile then brought the research to life through a fully custom-designed publication aligned with Nerdio's brand. Moving beyond conventional report layouts and standard survey charts, the creative team developed original infographics, illustrations, and visual storytelling elements that highlighted relationships between data points, illustrated market dynamics, and communicated complex findings quickly and intuitively.

The result was a distinctive, brand-compliant publication that combined the substance of independent market intelligence with the visual impact of a premium thought leadership asset.





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Results

With the 2026 publication of ***The Great Migration***, Merit Mile gave Nerdio a marketing asset with long-term strategic value: proprietary market intelligence grounded in independent research to guide positioning and marketing well beyond the report's release. The research offers Nerdio multiple opportunities to extend the value of its investment:

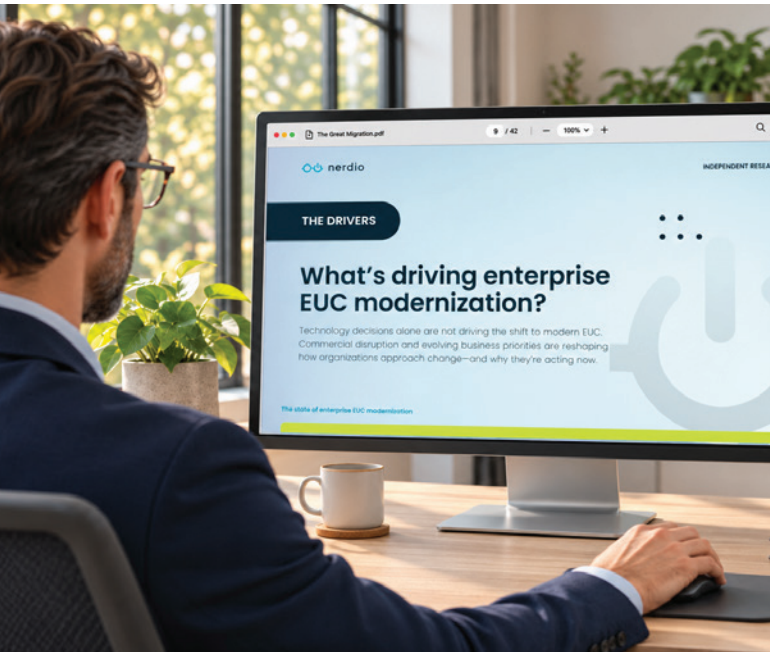
Proprietary market insights:
Original findings for executive conversations, presentations, customer engagements, and industry commentary.

Published thought leadership:
A comprehensive, branded research report for its website and marketing programs.

Content multiplication:
A foundation for blogs, infographics, social media campaigns, executive briefs, and webinars.

Ongoing market relevance:
A research framework that can inform future studies, track changes in enterprise priorities, and support continued thought leadership.

Demand generation and sales enablement:
Research that can anchor lead-generation campaigns, support account-based marketing, and equip sellers with relevant market data and customer conversation starters.



Nerdio has already begun extending the research through supporting blog content and social media promotion, demonstrating how a single research investment can fuel multiple marketing touchpoints.

By combining independent research capabilities, deep industry knowledge, strategic analysis, editorial development, and custom creative execution, Merit Mile delivered an integrated alternative to traditional analyst-led research engagements.

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To start a conversation with **Merit Mile**, please drop us a line at **Hello@MeritMile.com** or call **561-362-8888**. To learn more about Nerdio, please visit **getnerdio.com**.

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About Merit Mile

Established in 2007 in Boca Raton, FL, Merit Mile is a marketing services provider focused on helping companies and corporate marketing departments build brands, drive sales revenue, and garner publicity in their respective industries. Our unique differentiator at Merit Mile is our ability to 100% own the message, the publicity, and the demand generation aspects of the corporate marketing function. Clients hire and rehire us for our ability to refine their messaging/value proposition, develop top and mid-funnel leads, and get the type of editorial publicity that differentiates them from their competitors. From branding to PR to demand generation, Merit Mile is the high-octane fuel that invigorates corporate growth engines.

Headquarters

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