

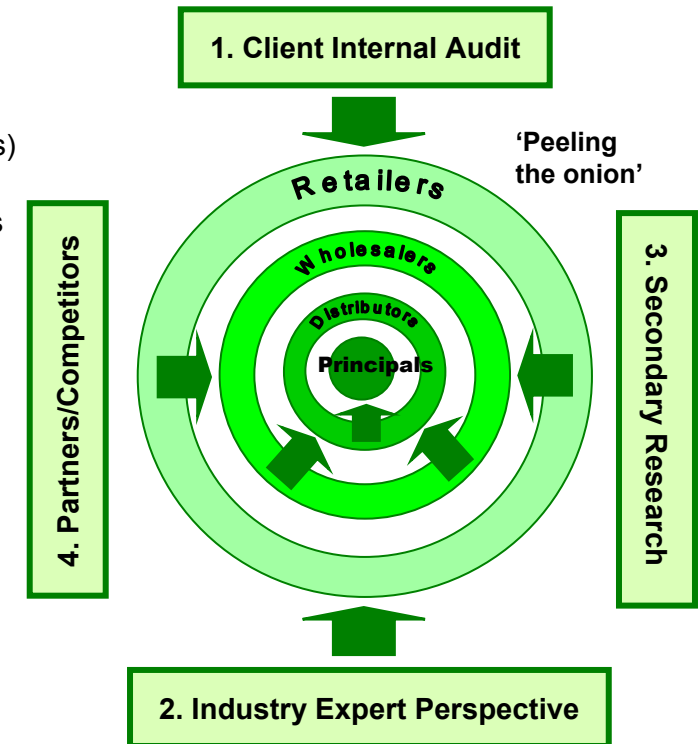
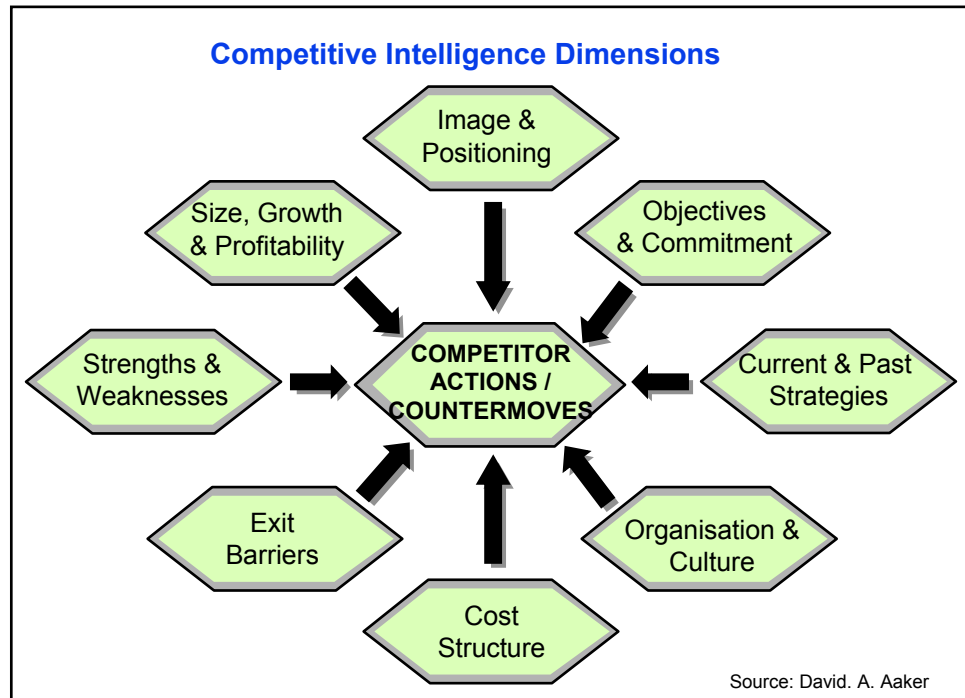
Consulting & Research Solutions

COMPETITIVE INTELLIGENCE



Intercedent's CI research would typically include the following components:

1. **Internal CI audit** (employees with insider perspectives)
2. **Industry expert/observer perspectives** (e.g. journalists, industry assoc's, exhibitors)
3. **Secondary research** (e.g. the web, Factiva, CEIC)
4. **Trade/channel partner viewpoints** (e.g. distributors, wholesalers, service providers)
5. **Competitor insights** (e.g. ex-staff, distributors, principals / brand owners)



These elements require structured interview guides/questionnaires and detailed internal research briefs. Intercedent's 'triangulation' methodology is based on analysis of primary market intelligence from field sources, cross-referenced for accuracy. Intercedent follows a strict Code of Ethics.