decisions become easy







IBP with SVP is a major player on the corporate information and consulting market 350 members of staff ■ 7,000 customers ■ 30,000 users

IBP provides expert responses to professional questions put by decision-makers, thanks to:

- 200 specialist experts, 50 document researchers and business intelligence analysts
- A document base unequalled on the market: close to **10,000** sources
- Services with State-recognised (Ministry for the Economy and Finance) qualification (ISQ – OPQCM agencies)
- An immediate response in 80% of cases with answers given in the context of the conversation
- And 2,000 questions dealt with every day

At the same time, IBP is developing a range of studies and strategy development documents, combining expertise with technology and astute knowledge of sources to enable companies achieve 360° supervision of their business environment.



to assist and support you



200 experts specialising in various areas of skills, all with postgraduate degrees and diplomas (market & finance analysts, engineers, legal staff, etc.)



Information sources unequalled on the market

more than 10,000 sources 50 researchers and knowledge managers



International coverage in 40 different countries

UNIQUE EXPERIENCE: 2,000 QUESTIONS DEALT WITH EVERY DAY



IBP Document studies







Obtain full insight into a strategic issue in just a few days

7 types of documented studies: MARKET
COMPANY
SOURCING
FINANCE
COMPANY VALUATION
SENIOR MANAGER
E-REPUTATION



Thanks to IBP Document studies:

Take advantage of the cross-disciplinary expertise of analysts, sector experts & knowledge managers

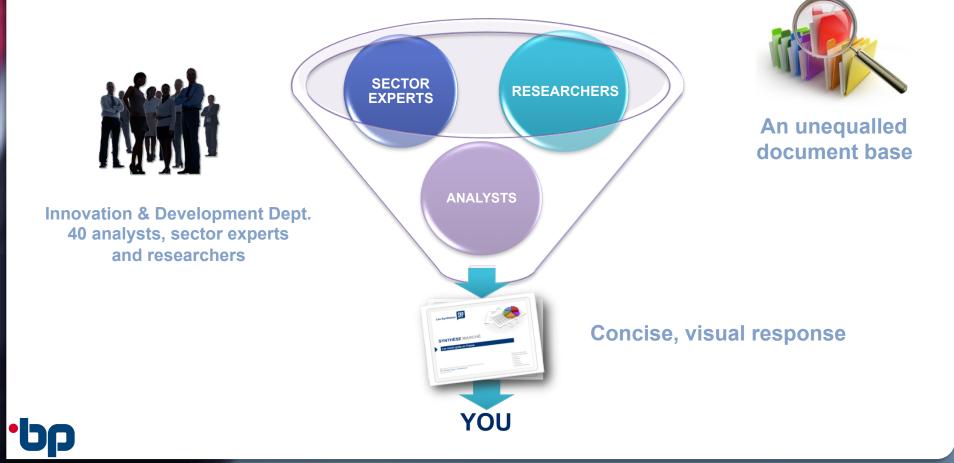


Your document study will be delivered in the form of **a tailor-made overview**



Save time when making strategic decisions with fast service: around 5 days

the skills provided



how we prepare

Description and Diagnosis contextualisation of requirements

Collection, J analysis a areview of analysis and Developr information

Deliverable sent esponse as a PDF

■ On request, Ń collective feedback on our online sharing tool

Q Availability of ollow-u your analyst Availability of your sector expert

YOUR STUDY IN 5 DAYS









The launch of a new product, the need to know the latest technological developments in a sector, venturing onto a new market, etc.

- Market basics
- Economic data
- Trends and significant events
- Market issues
- Major players
- Consumers





market Study

Examples of recent reviews

Technology relating to assistance to the elderly in France Satellites in India, the United States, Europe and Japan Oil storage depots in France Wind energy worldwide Safety in electronics in France **Property franchises in China** Social housing in France Warranty extension for grey products in France Maritime signalling worldwide Private healthcare establishments in France Contract manufacturing and the pharmaceutical industry worldwide Building industry taps and fittings in France Sanitation plumbing work in France

Educative robotics in Scandinavia **Cherry picker rental in France Building industry ironmongery in France** Competition in passenger rail transport **Anhydrite in France** Industrial sheet-metalwork in France **Educative robotics in Germany** The outsourcing of electronics in France Wi-Fi hotspots in France **Poultry in the United Kingdom** Industrial biscuit making in France Aeronautics in the South West Parcels (except for express services) in France

....





Know more about a competitor, a potential partner, **understand the players in your** business **environment** ...

- The identity & activity of the company
- The legal structure
- Its history & key figures
- The top management team
- Its market positioning and elements of strategy

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Optimise your purchasing strategy by choosing the most reliable suppliers, reinforce your distribution channels, form profitable partnerships...

- The elements of definition for the sector
- Selection of companies in line with your specifications, with an identity data sheet and our recommendations
- A list of other companies identified and not retained

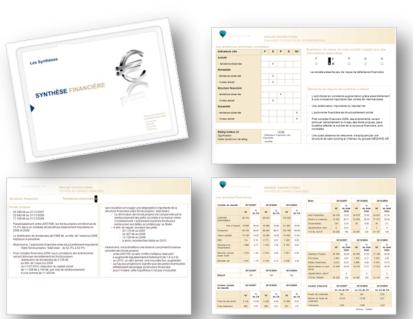
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Check the long-term viability of your customers and suppliers, know how your competitors are doing, assess the financial soundness of a company before embarking on a strategic partnership...

- The company's activity and legal structure
- An analysis of its 3-year financial ratios
- A comparison with the sector
- Its financial rating
- An assessment of its risk





study valuation

Estimate the value of a company with a view to a sale, acquisition or taking a stake in its capital...

THE CONTENT

- The company's activity and legal structure
- A detailed analysis of its 3-year financial ratios
- A comparison with the sector
- Elements of valuation based on several methods



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ereputation Study

Measure the image of your products or services, **assess the e-reputation** of your company, know what people are saying about a company issue...

- Hot topics covered
- Where your subject is being talked about
- People with influence over your image online
- The general tone of comments (positive negative – neutral)





top manager

Know more about your contact before a strategic meeting, know what people say about him before making a commitment...

- A biography of the top manager
- His networks and acquaintances
- His extraprofessional activities
- The corporate offices held
- His digital presence and e-reputation
- Quotes made by him in the press





IBP Monitoring services





a range of monitoring mechanisms

IBP continuously detects any strategic changes in your business environment to **anticipate risks and identify opportunities**.

A range of 5 strategic monitoring mechanisms combining:

- The skills of business intelligence analysts and sector specialists
- Leading-edge technological tools, and
- Preferential access to important sources of information
- An organised, systematised approach to make certain nothing of importance is missed





does it work?



1. Parameters are set with you And you receive a framework memo



2. E-mail alerts

At the frequency of your choice, and should a major risk be identified



3. A platform to view information in full Secure 24/7 online access



4. Quarterly memo

A monitoring report and full, concise analysis to determine trends



market

Market monitoring

Follow the trends and detect any threats or opportunities for your target markets

The content: positioning of players, market data, consumer trends, new products, distribution strategies, new technology used, production resources.

The sources: paid press (national and regional dailies, sector press, professional press, etc.), market survey databases, scientific or technical databases, etc., a selection of relevant Internet sites (competitors, press, federations, institutions, etc).





competition monitoring

Competition monitoring

Monitor any strong or weak signals given out by your competitors to be aware of their strategy

The content: legal company events, changes in payment behaviour, corporate strategy and its principal trademarks, key points of its sales and marketing strategy, significant recruitments, tenders won for state contracts, trademarks and patents published.

The sources: financial databases, paid press, trademark and patent databases, a selection of relevant Internet sites (competitors, federations, recruitment sites, notification of state contracts awarded, etc.).





customer/supplier

Customer/ Supplier monitoring

Detect any financial or strategic signs of weakness in one of your key accounts well upstream

The content: legal company events, changes in payment behaviour, major points of the company's strategy liable to affect its financial soundness.

The sources: financial databases, paid press (economic, professional, specialist, etc.), selected Internet sites.





e-reputation monitoring

e-Reputation monitoring Permanently follow everything said on the internet about a company, brand or company topic in a usable format

The content: all significant comments, their tone (positive / negative / neutral), the volume of comments (by period or subject, etc.), a list of the main "influencers" in your sector where you need to take action as a priority.

The sources: all the places where Internet users express their opinions:
1/ Content sites with conversations (e.g.: lemonde.fr...)
2/ the social networks of individuals (Facebook, Twitter...),
3/ the social networks of professionals (Viadeo, Linkedin...),
4/ blogs,
5/ forums.



egal Menitoring

legal monitoring

Detect the risks and opportunities linked to changes in your legal environment well upstream

The content: 1. Legislation

Parliamentary debates, reports, amendments to law, decrees, orders, Ministerial response circulars (Senate or Parliament), official legal bulletins

2. A selection of jurisprudence cases

French court decisions

3. Other legal sources

Opinions from the Authorities: Fair Trading Committee, Financial Markets Authority, etc. Legal servers and databases Technical and legal professional reviews

4. Press and other web sources

Economic and general press, a selection of web sites and institution sites, as necessary





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