



With **IBP**
decisions become easy



who are we?



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.

our resources 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
unequaled 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



direct and speed up your strategic decisions

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



A totally tailor-made tool

Thanks to IBP Document studies:

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

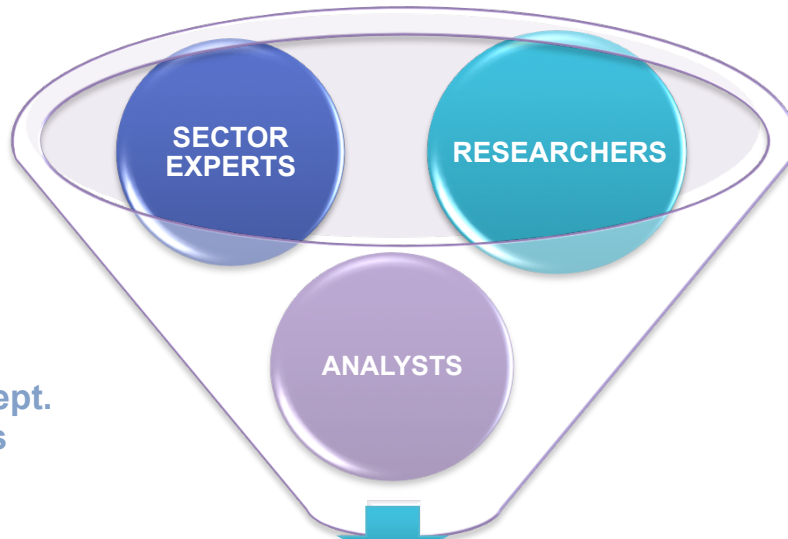
2 Your document study will be delivered in the form of a tailor-made overview

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

the skills provided



Innovation & Development Dept.
40 analysts, sector experts
and researchers



YOU



An unequalled
document base

Concise, visual response

how we prepare your study

Diagnosis

Description and contextualisation of requirements

Development

Collection, analysis and review of information

Response

- Deliverable sent as a PDF
- On request, collective feedback on our online sharing tool

Follow-up

Availability of your analyst
Availability of your sector expert

YOUR STUDY IN 5 DAYS



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

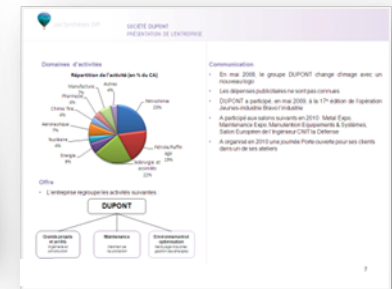
...

corporate study

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

THE CONTENT

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

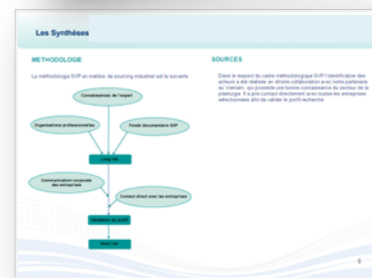


sourcing study

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

THE CONTENT

- 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



top manager study

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

THE CONTENT

- 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 strategic 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**



how 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 monitoring

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 monitoring

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.



legal monitoring

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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In collaboration with

