

# Advantages of Cipher



Find. Analyze. Report.

## Why Businesses Choose Cipher

With many years of combined experience, Cipher consultants deliver strategic research and analysis services across industries and have worked on projects supporting decision makers all over the world. Key clients include Fortune 500 organizations in the Consumer Goods, Telecom & Cable, Life Sciences (e.g., Healthcare, Biotechnology, Medical Device Manufacturers), Specialty Chemicals and Energy industries.

### You should consider partnering with Cipher if...

**...you require acquisition due diligence for potential investments.**

We will assess your potential candidates and provide little known information that will help you make a better approach.

**...you are benchmarking the strengths and weaknesses of your competitors.**

You'll learn the financial state, cost structure, manufacturing capabilities and other vital traits of your competitors – both public and private.

**...you want to know how your product is compared with competitors' in the minds of your customers.**

We'll help you identify the positioning that will sell more to your core market.

**...you want to identify new market opportunities, even overseas.**

We can help you identify new markets by compiling a target profile that includes market size, projected growth rates, competitive landscape overview and profitability assessment of selected sectors.

**...you are gathering business intelligence to launch a new product.**

We provide clinical trial tracking of your key market landscape, to help you assess the viability of your expenditure and timeline to market.

**...you require manufacturing assessments of your competitors.**

Cipher creates detailed assessments of the manufacturing capabilities of key competitors or acquisition candidates through extensive interviews with employees and officers from those organizations. You'll gain valuable insights not otherwise readily available.

***Cipher has been in business since 1996 serving some of the most prestigious Fortune 500 organizations across industries***

***Award-winning technology and proven processes***

***Expert network including global contacts and key industry influencers***

***Sample deliverables available upon request***



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### Custom Research Services

- Acquisition Due Diligence
  - Competitor Profiles
  - Customer Account Auditing
  - Subject Matter Expert Identification
  - Product Positioning
  - Manufacturing Assessments
  - Market & Industry Audits
  - Scenario Planning
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**...you require assistance in your conference collection techniques.** Use Cipher's time-tested collection experience and methods to help you maximize the information you gain.

**...you are creating or expanding your corporate intelligence function and are looking for external support.** Cipher is the only full service corporate intelligence consultancy ready to provide total decision support. We can provide collection and analysis services, create executive-ready deliverables, back it all with award-winning technology and even provide intelligence training to your staff.

**...you want to run a war-gaming session that creates real results.** Cipher's consultants will help you create engaging and effective sessions that will get your employees involved and learning.

**...you need to convert a large number of hard copy documents into actionable intelligence.** We can help you prepare, scan, and index large volumes of hard copy data into a searchable, relational database. Our web developers will design and implement an intuitive interface that gives users 24x7 access via the web.

**...you want to improve your existing business intelligence infrastructure.** With our award-winning solutions implemented at some of the biggest household names around the globe, we are uniquely positioned to provide you a software system that will save you time, improve corporate intelligence communication and ultimately help you make better decisions.

## The Bottom Line...

...Cipher delivers the information you need to make better decisions and stay ahead of your competition.

Please contact us today, and let's discuss how we can help you.

**Cipher**  
Information Into Knowledge

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