

The GLG Custom Report



Bringing You Mission-Critical Insights with Precision and Speed

You can seize strategic business opportunities more quickly, prudently, and confidently when you have the right insights. At Gerson Lehrman Group (GLG), we specialize in finding experts and placing their insights directly in your hands.

When you confront critical business decisions, traditional sources of insight are often not enough. Whether you are investigating a new market, a potential acquisition, or a product launch, you need your own window into the complex world you are exploring. You need customized primary research.

GLG provides confidential, robust, and cost-effective research solutions. Every day, we enable clients to capture vital knowledge and unique perspectives directly from our global brain trust of experts. GLG enables clients to deploy a Project Specialist from the GLG Councils, along with a mosaic of targeted subject-matter experts, to produce a GLG Custom Report: a detailed, written analysis built to your specifications and uniquely designed to help you drive superior business decisions.

The GLG Expert Network

GLG manages the world's leading network of experts, helping more than 850 clients find, engage, and manage experts. When clients need to deepen their understanding of a company, an industry, or a market, they turn to GLG. Quickly, clients find and engage relevant, hard-to-find experts from the GLG CouncilsSM—a membership-based organization of more than 200,000 experts worldwide.

The GLG Councils is a network of global industry leaders, academics, and niche experts in all major industries, assembled in eight councils (listed below).

Many GLG Council MembersSM consult exclusively through GLG, affording clients unprecedented access to the world's premier subject-matter experts.

GLG CouncilsSM

- Accounting & Financial Analysis
- Consumer Goods & Services
- Energy & Industrials
- Financial & Business Services
- Healthcare
- Legal, Economic & Regulatory Affairs
- Real Estate
- Technology, Media & Telecommunications

Custom-written reports harness the expertise of our preeminent global expert network.

- ▶ Work with the world's leading primary research specialists
- ▶ Enable more fact-based corporate decision making through rigorous research documented in customized written reports
- ▶ Save significant time, money, and internal resources
- ▶ Extend the scope and capacity of your team
- ▶ Make and maintain ongoing contact with respected experts in every industry across the globe
- ▶ Protect the confidentiality of sensitive business interests

A Distinctive Primary Research Program...

Through our exclusive GLG Project Specialist Program, Project Specialists deliver custom, written analyses of critical topics. Frequently requested subjects include analyses of acquisition targets, key markets, and other strategic initiatives.

...with Distinct Advantages

You gain a fast, robust understanding of your target, market, or topic from the world's preeminent subject-matter experts, compiled and synthesized by experienced primary researchers—GLG Project Specialists. The GLG Custom Report is an innovative, cost-effective solution that saves you valuable time and resources.

The GLG Project Specialist Program

GLG Project Specialists are experts within the GLG Councils with focused skills and experience. Typically alumni of top business schools and consulting firms, they specialize in conducting and synthesizing primary research. Clients choose Project Specialists based on their general proficiency in an industry, geographic region, and local language. Your Project Specialist works with your dedicated GLG Research Manager to understand your specific needs at the outset of your consulting project. Your Research

Manager is a GLG employee equipped with expertise in the industry relevant to your project and trained in GLG's proprietary software and systems. The Project Specialist and Research Manager build a custom panel of subject-matter experts from within the GLG Councils, taking steps to vet the limitations that experts may have on their ability to consult. Your knowledge needs are addressed within a carefully structured and rules-bound environment.

Your Project Specialist then holds the reins of your research, conducting all interviews and compiling a synopsis and professional analysis of the results. This unparalleled consulting program enables you to obtain rapid, cost-effective diligence

on a new market, acquisition, or concept while, if desired, maintaining mutual professional anonymity between your firm and the subject-matter experts.

The Project Specialist Program speeds your access to insight. Within weeks, you receive sophisticated perspectives, such as market and competitor assessments, and scenarios regarding technology or regulatory trends.

Typical Project Specialist Profile

- ▶ GLG Council Member specializing in primary research
- ▶ Alumni of the world's leading consulting firms
- ▶ Graduate of a top business school
- ▶ Proficient in subject industry, geographic region, and local language

Build a Panel of GLG Council Members

From our network of more than 200,000 experts, GLG and your dedicated Project Specialist work together to build a custom panel of GLG Council Members with relevant subject-matter expertise. From academics and consultants to former executives and regulators, your Project Specialist taps extraordinary experts for the kind of insights that do not exist anywhere on paper—but only in the minds of the world's experts.

Deliver Compelling Insights

Your Project Specialist conducts one-on-one interviews with each GLG Council Member on your expert panel. He or she may conduct other primary research as desired, ranging from double-blind surveys of GLG Council Members to a compilation of publicly available data. Your Project Specialist interprets the data gleaned from all research methods and synthesizes the results in the GLG Custom Report. A typical report features an executive summary, key highlights, and compelling insights from your panel of GLG Council Members.

Follow up with GLG Council Members

Clients can go far beyond the GLG Custom Report for even deeper insight. With your GLG Research Manager as your ongoing liaison, we offer you the ability to connect with appropriate GLG Council Members whose opinions are reflected in your report as you implement your decisions and execute your strategies. This is our innovative path of converting insight into action.

The distinctive GLG primary research method is designed to help you source diverse perspectives, challenge your assumptions, validate your strategies, accelerate your decision-making process, and, ultimately, better execute on your business plan.

Insights from leading global experts, captured and delivered by high-caliber primary research specialists.

How GLG Helps

- ▶ **Mergers & Acquisitions, Corporate Development, Licensing**
Better prioritization of new opportunities, faster and more objective diligence of specific acquisition targets or potential licensing partners, and enhanced negotiating ability
- ▶ **Strategy & Marketing**
Granular, beyond-the-headlines, custom reports on rapidly evolving markets, including insights on technological, economic, regulatory, and behavioral trends in the most obscure parts of the value chain and the world
- ▶ **Product Development**
Practical insights on purchaser, user, and thought-leader behavior to help inform product development, distribution, and marketing
- ▶ **Sales & Business Development**
Rich understanding of a prospect's business to help refine sales pitches and develop winning account strategies

When GLG Helps

- ▶ You desire ongoing, beyond-the-report access to a dynamic panel of experts
- ▶ You lack the time or resources to conduct primary research
- ▶ You require a custom-written report, but do not have the time, budget, or need for a full-scale consulting firm
- ▶ You need the double blinding to maintain anonymity between you and experts, but your inquiries are too complex or unstructured for surveys
- ▶ You plan to widen your frame of reference to push your organization in fresh directions

visit us online

▶ www.glgroup.com

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11/2008