



Market Intelligence by Arix

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We are desk research
and market
intelligence experts.

We create the basis for
your market success.



Market Intelligence by Arix



We deliver: market and competitive intelligence

- Key market figures
- Key players and competition
- Market trends and new products
- Strategies and innovations
- Distribution channels and collaborations
- Marketing and positioning
- Company data, such as turnover, employees, M&A, etc.
- And more

We use the B2B view to add to the consumer view



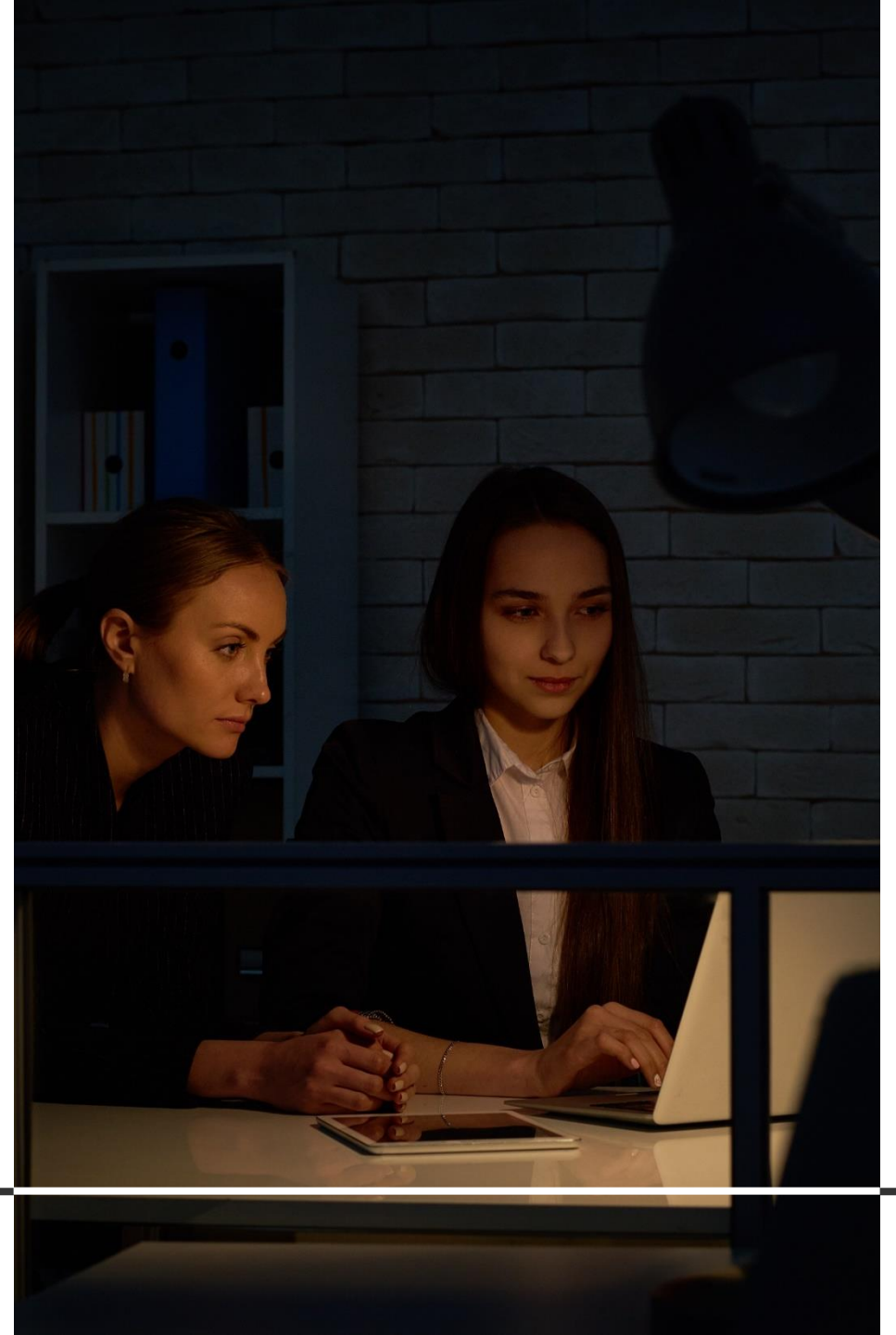
How we work: desk research and expert interviews

1. We research existing data

- Internal and external sources
- Freely available and paid data
- National and international in the country language(s)

2. We talk to market and industry experts about

- Markets
- Competitors
- Trends



What can Market Intelligence by Arix do that search engines cannot?



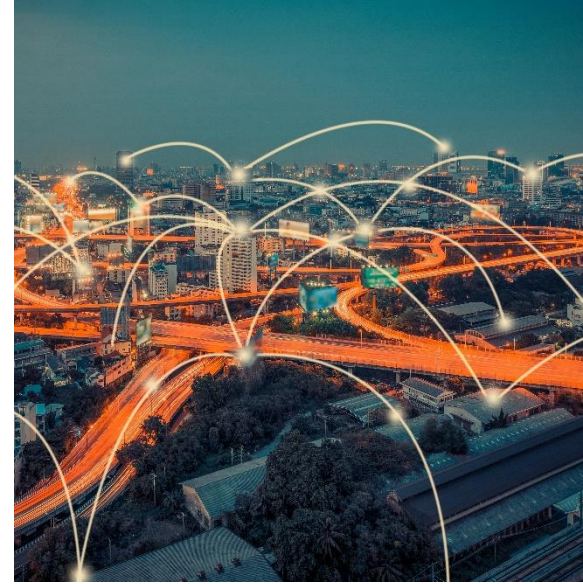
We deliver high quality data.

We have access to high-quality paid content and international expert networks, giving you a decisive advantage in terms of information.



We evaluate information.

You receive information from reputable sources that have been checked and evaluated by experienced researchers.



We link data and facts.

We analyse information and put findings in context with one another in order to condense them into an overall picture.



We think ahead.

We make recommendations for action that relate specifically to your issues and can be implemented immediately through strategic measures.

Our services

Three components that complement each other





China's coffee market

Optimisation of an FMCG manufacturer's expansion strategy



Venezuela's health system

Potential and framework conditions for a new drug



Street lighting in Germany

Market data, opportunities and barriers for an international lighting manufacturer



Smart Grid and Smart Home trend analysis in Europe

Status quo and potential for strategic corporate development in a country comparison



Recruitment by banks in the United Arab Emirates

Competitive analysis to improve the HR strategy



Digital innovations in (international) public transport

Generating ideas for a public transport service provider

**Which markets interest you? Talk to us about your questions.
We'll find the answers.**

What we stand for - value-added information

Integrated approach

We combine secondary research with expert interviews. We research data and facts on markets, companies, products and services. We close information gaps by talking to market and industry experts.

Consulting expertise

We know how markets work. We not only deliver data but also provide specific recommendations for your strategic decisions, derived from our analyses.

Industry expertise

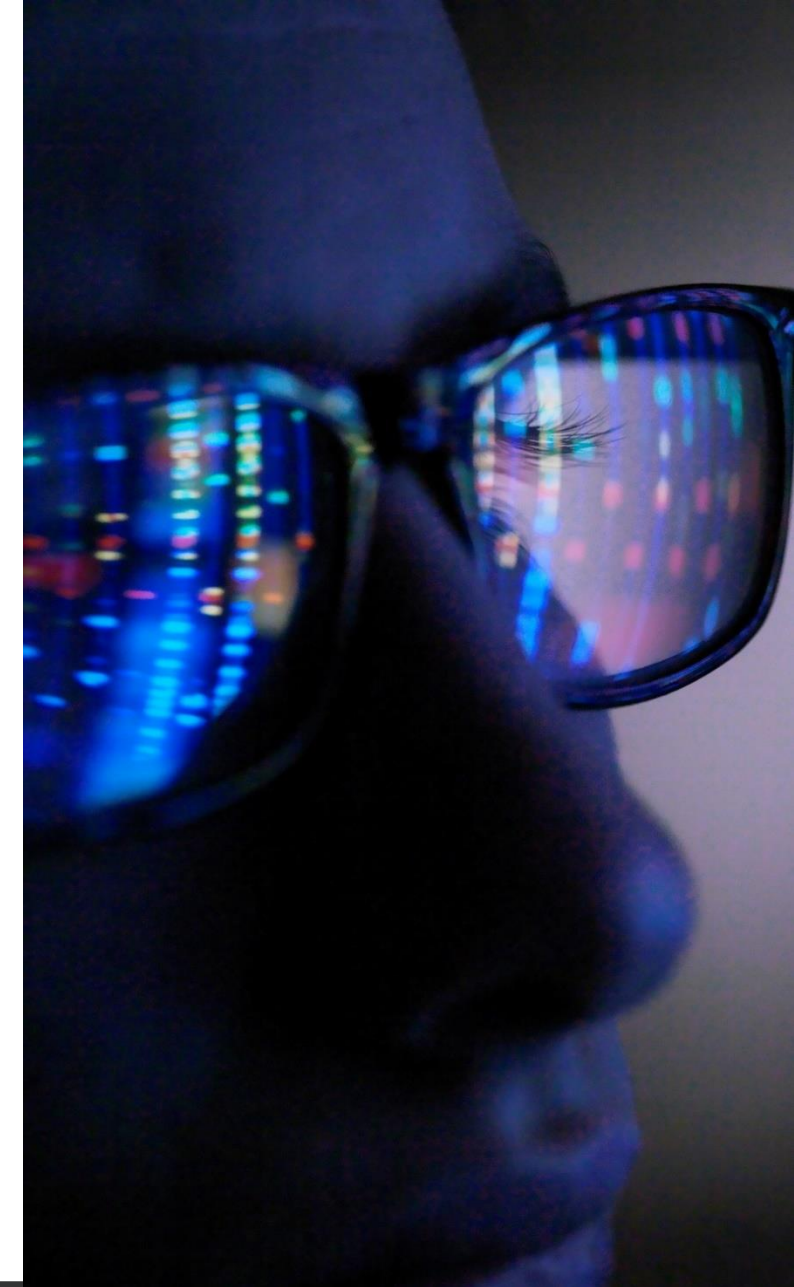
We use our experience from more than 1,000 desk research projects over the last 20 years to advise manufacturers and service providers from a wide range of industries, both B2B and B2C.

Exclusive sources

We leverage the entire Arix network and exclusive Arix sources and studies, as well as high-quality, paid-for content from market research, industry and press databases.

Global network

We manage all of Kantar's and Arix international desk research projects in approx. 80 countries around the world from Munich. We tap into local sources and find leading experts on the ground.



Our method

Our integrated approach - the best of secondary and primary research

1. Project set-up

- Problem clarification and discussion of your goals
- Set-up of the research design nationally and internationally, optionally with primary research (Expertinterviews, Quant, Qual surveys)
- Identifying existing knowledge within the company

2. Desk research

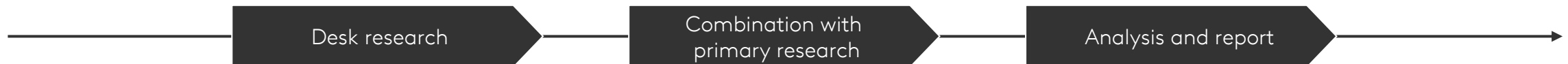
- Research team set-up
- Identifying relevant sources
- National and international research and analysis
- Identifying information gaps, potentials and trends
- Interim report

3. Primary research

- Qualitative, quantitative and expert interviews: inhouse or powered by Kantar, a leading market research company
- Identifying relevant experts, conducting, documenting and evaluating (national and international) interviews
- Closing information gaps
- Specific insights related to companies, competitors, markets and trends

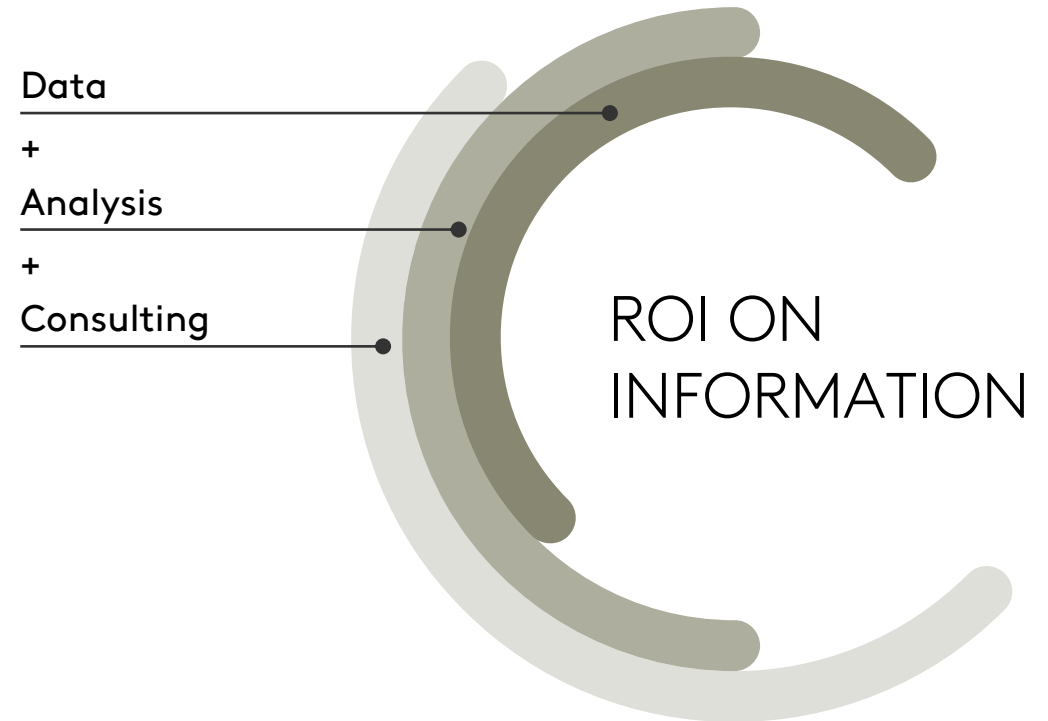
4. Reporting

- Summary analysis with recommendations for action
- Presented in PowerPoint, Word, Google slides, etc., with graphics, pictures and text
- Presentation or workshops online or on site



Our consulting expertise – increasing ROI on information

We develop specific recommendations on how best to implement the insights gained. This ensures that your investment in information pays off.



Our industry expertise – examples of B2B and B2C studies



Media & Internet

- Internet use in six African countries
- Media use in Eastern Europe
- Media expenditure in France



Finance

- Mobile payment systems in North and South America, Europe and Asia
- Using virtual credit cards
- Structure of household income in 23 countries



Pharma & Health

- Online use in the German health sector
- Analysis of Venezuela's health system
- Connected health in Germany



Digitalisation & ICT

- Comparison of the ICT sector in 15 countries
- Women's influence on smartphone sales in Africa



Mobility

- Automotive market in Russia, price and discount trends
- Australians' international travel behaviour
- E-bike market in Great Britain



Country information

- Legal systems in Germany and France
- Company sizes in China, India and Brazil
- Country profiles in the EMEA region



Consumer goods

- Identifying global FMCG trends
- Market for baby care products in seven countries
- Eating habits in India



Industrial goods and services

- Market for industrial drills in India, China and Australia
- Process automation providers in Germany
- Coal gasification in China

Our sources – using knowledge beyond Google



Economics & Science

- Business databases
- Industry databases
- Company and financial databases



Media & Marketing

- Press databases
- White papers
- Market research publications
- Daily press and trade media



Online

- Internet portals
- Company websites
- Social media
- Blogs & forums



Competitors

- Competitor publications
- Portfolios and strategies
- Range of products and services



Experts

- Industry experts
- Opinion leaders
- Scientists
- Arix experts



Public sector

- Statistical offices and authorities
- Banking and insurance organisations
- Research institutes



Industries

- Analyst reports
- Industry studies
- Surveys by associations



Market Research @ Arix

- Qualitative surveys
- Quantitative surveys
- Media Intelligence

Our global network –
benefiting from local
resources.

We are at home in the
markets!



80 countries



- Researchers on the ground
- Working in the local language
- Researching local sources
- Expert knowledge in the markets
- Country and multi-country studies

Your contact people:



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RESEARCH