

## Supporting clients to mitigate risk and identify commercial opportunity.

Analytiqa is a leading business intelligence and market analysis company that assists clients across the supply chain to grow and profit in challenging and competitive markets.

Analytiqa provides published reports, databases, bespoke research and consulting services for clients on a global basis, along the length of the supply chain, across multiple industry verticals.

Analytiqa's client base includes 3PLs, manufacturers, retailers, property companies, truck manufacturers, software companies, professional services companies and many other associated service providers.

For each of these, Analytiqa supports its clients' commercial and strategic objectives through the delivery of high quality and commercially relevant research and actionable insight.

Analytiqa assists clients' to better understand their customers or competitors, deliver market entry strategies, identify opportunities for service expansion or merge with, or acquire competitors.

### Our Expertise

- Published Research
- Bespoke Research
- Continuous Advisory
- Business Development
- Tender Support
- Market Entry
- Strategic Advisory
- M&A Support

Analytiqa is known for the provision of high quality and commercially relevant, strategic business intelligence to companies operating across the supply chain globally who have a requirement to recognise growth or increase profitability.

As experienced primary research specialists Analytiqa provides reliable, independent and unbiased market analysis and reports, bespoke research and also business consulting services, across all industry sectors, providing customer, competitor and market insight.

Analytiqa works closely with its clients, building strategic, continuous relationships based on trust and accurate, timely data that enables them to make more informed, profitable business decisions.

### Methodology

Analytiqa is committed to providing its clients with accurate, timely data that enables them to make more informed, profitable business decisions.

Clients achieve this objective either through our range of reports, or through our bespoke consulting solutions designed to meet their specific requirements. The success of Analytiqa as a business information provider is entirely due to the experience and expertise of our staff. Our clients benefit from a breadth of industry experience, their integrity and attention to detail.

Analytiqa does not rely solely on secondary sources to convey market trends or to justify recent industry developments. Primary Information gathering is a key component of our research products, providing value-added analysis and unique insight.

To meet the increasingly sophisticated requirements of our clients, Analytiqa's research processes and Interactive delivery channels have developed to maximise the expertise, skills and knowledge of our Consultants. There are two main aspects to the primary research conducted:

**Qualitative interviews** – Panel interviews and opinion-based surveys are used to enhance our knowledge of key market issues, trends, developments, forecasts and company strategies.

**Quantitative interviews** – Data-driven, fact-based information gathering is used to value markets and industries, the market shares of leading companies and, if relevant, production volumes.

And at each stage of our research, accuracy is ensured through quality control processes, data verification and tracking.

### Our Service Offering

Analytiqa builds long term trusted relationships with its clients via the provision of a wide range of service based solutions, from published information through to continuous advisory and bespoke solutions.

A summary of our services follows:

#### Market Data

Market size, market segmentation, market shares and outsourcing rates. Primary research data and analysis of past market performance along with forecast growth trends for logistics across mature and emerging global markets and five key sectors.

#### Strategic Reports

Compiled from unique primary research unavailable from any other source and invaluable for understanding issues within your market that can directly impact on your strategy and your bottom line.

#### Market Drivers & Key Trends

Analytiqa provides insight through data and commentary that defines industry sector trends, freight volumes, DC developments, software trends, environmental initiatives, M&A activity and more...

#### Company Information

Analytiqa provides detailed descriptions of the expertise and services offered by logistics providers to their supply chain customers, enabling you to evaluate what, where, when and how these organisations meet the demands of their clients in order to achieve commercial success.

#### Industry News

Each week, Analytiqa's Logistics Bulletin highlights key events across the logistics industry in a concise email. From acquisitions and mergers through to contract wins and supply chain developments, you can keep track of the essential events with this service, all at no charge.

#### Continuous Advisory Services

Understanding that your exact information needs change constantly, both in terms of requirement and

frequency, the Analytiqa Premier Account provides you maximum flexibility and cost efficiency serving you continually 24/7 with the benefit of tailored Analyst Support.

#### Customer Intelligence Service

For an economical annual fee, subscribers have efficient, 'on-demand' access to a range of service options designed to meet different supply chain information requirements.

#### Logistics Contracts Database

Analytiqa's Global Logistics Contracts Database service provides detailed information on contract awards based on regular research of contract wins and losses, extensions and renewals across the logistics industry. Updated monthly throughout the year.

#### Business Development

Analytiqa provides clients with ongoing, detailed understanding of the key issues, strategies and changing requirements of competitors, potential clients and customers across their target market sectors, industries and geographies.

#### Tender Support

Our Analysts and Consultants are able to draw on extensive experience and cross-industry knowledge to support the end-to-end outsourcing process, from the identification of service providers, to the management of RFI or RFQ stages, through to due diligence to support final decision making.

#### Bespoke Research

Bespoke Research at Analytiqa means working with a client to conduct research designed for specific business objectives, for example for developing strategies, supporting market entry or launching new services.

#### M&A Support

Analytiqa supports clients as they grow their businesses through M&A activity. End-to-end M&A services begin with the identification of initial target lists and cover each stage of the process through to commercial due diligence, completion and post-acquisition services.

Analytiqa can assist you to achieve the following objectives:

- achieve profitable growth
- Increase revenues by the selected targeting of faster growing customer segments or logistics markets
- Win new customers, by demonstrating enhanced understanding of their key threats and challenges
- Prioritise customer targeting by identifying supply chain strategies and service (dis)satisfaction
- Validate internal perceptions

Utilise Analytiqa's research expertise to confirm or contradict your thinking as you develop product or service propositions to support your growth strategies

#### Informed decision making

Provide your marketing, business development, key account or procurement teams with the resources they need to enhance your bottom line

#### Source a supply chain service provider

Assist the evaluation of your strategy and ensure the efficiency of your tender processes by finding a provider best placed to achieve your objectives. Whilst many bespoke services are conducted under non-disclosure agreements, your confidentiality is always assured from the point of discussing a brief through to completion, NDA or no NDA. Hence if you just want to discuss an idea you have for a potential project, know that you can talk to us in confidence.



#### Head Office:

Albany Chambers Bridge Road East  
Welwyn Garden City  
Hertfordshire, AL7 1HL  
United Kingdom

T: 44 (0)1707 37 22 11  
F: 44 (0)1707 37 22 99  
E: info@analytiqa.com

#### Ireland:

26 Upper Pembroke Street  
Dublin 2  
Ireland

T: 353 1 640 18 18  
F: 353 1 640 18 99  
E: info@analytiqa.com

www.analytiqa.com