



Information is our forte

## Practice Area Profile



Cadence Group® has more than 20 years of experience crafting information management solutions for clients that maximize their content and technology investments that deliver critical information to the people who need it the most.



### Key Benefits

- ▶ Quickly receive accurate, reliable research results without company-wide contracts or long-term commitments
- ▶ Keep overhead costs down while increasing productivity for you and your staff
- ▶ Gain access to content you might not find on your own – while you are tending to more critical issues
- ▶ Extend your Research Department with virtual staff of skilled, credentialed professionals



### Information Challenge

Business information doubles every 11 hours according to a MIT study, making it an ongoing challenge to find just the information you need.

Yet, in the face of this information explosion, many organizations have cut back their in-house research resources. For this and other reasons your workload may be too heavy to handle a new research project and still meet other deadlines. How can you quickly find the information you need without neglecting your other commitments?



### Cadence Group Solution

Cadence Group® is a seasoned research and information management (IM) firm that offers an on-demand research option to fill this need. The site, [www.cg-research.com](http://www.cg-research.com), enables organizations and individuals to submit research requests and make secure payments over the web.

#### [www.cg-research.com](http://www.cg-research.com)

This convenient, on-demand service provides ready access to professional researchers who can provide the solution to your research challenges, whether they relate to competitive intelligence, intellectual property, or other topics. Even if you have an in-house research staff, project backlogs may make it difficult to meet your deadlines. Also, you may not know or have access to the best information resources/tools

to satisfy your research need.

At [cg-research.com](http://cg-research.com), your requests are our top priority. As a result, you get valuable information filtered from reliable sources usually within 24 to 48 hours, allowing you to focus on other critical tasks. Think of it as adding a skilled research to your staff without adding overhead. Get as much or as little assistance as you need — when you need it!

### Service Options

When requesting on-demand service via [cg-research.com](http://cg-research.com), you have the choice of hourly billing or a flat-rate fee structure. If you have on-going research demands, one of our Member Options may better suit your needs.



### How On-Demand Research Works

By submitting an online request form and using a secure payment method, you can quickly initiate your research request. Depending on your request topic, we sometimes suggest that requesters purchase 2 hours of exploratory research time. This way, we can cost-effectively provide some quick feedback about published content that is available for free or for purchase. From there we would advise on the scope of work concerning further research.

Once the scope of research is finalized and the work completed, we will provide a R3 (Research Request Response) report that details relevant content found, as well as our recommendations for further research or next steps.

Our research approach uses both free and fee-based information sources to inexpensively validate what relevant content is readily available before you go down a path of spending thousands and thousands

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To learn how to improve operating efficiencies and provide better service to your customers, please contact Cadence Group at 404-874-0544, ext. 113 or by e-mail at [info@cadence-group.com](mailto:info@cadence-group.com)

## Our Differentiators

- ▶ More than 20 years experience in many information management disciplines
- ▶ A successful small, woman-owned business
- ▶ Flexible service agreements and solution models
- ▶ Committed to working with your technology preferences
- ▶ Government agreements that allow us to operate efficiently at the federal, state and local level

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of dollars with other organizations that conduct original primary research. Our solution will also save you and your organization the time and frustration that comes with doing essential research under tight deadlines. Lastly, all the research requests we handle are treated as strictly confidential.



## Premium On-Demand Research

Premium On-Demand Research is designed for more in-depth, detailed investigation and analysis situations that require more than a day's worth of research.

In addition to using the web and fee-based services, Cadence Group researchers also use content like industry analysts' reports and the reports of leading market research firms. Use of specialized content sources like these often requires additional spending approvals by the research requestor. Key features include:

- ▶ Individually-priced research for more in-depth research requests
- ▶ Client-defined deliverables, including but not limited to, PowerPoint presentations, Excel spreadsheets, charts, and graphs
- ▶ Quick turnaround times that reflect the scope of the project
- ▶ Initial payment required based on client-defined maximums for total project costs



## Member Options

Member Options give clients who have on-going research demands an economical way to submit regular research requests online based on pre-paid contractual agree-

ments. You may choose Standard, Extended, or Premium Retainers, as well as Custom Agreements that can be defined upon request.

By committing to a specified number of hours per month, you can take advantage of discounted hourly rates, ensuring dedicated services at the best possible price.

For specifics on retainer hours and rates, please contact us.

## It's as Easy as 1-2-3

1. Visit [cg-research.com](http://cg-research.com) and enter and submit your request with the form. For example:
  - ▶ **Standard Request** — "Please send me information about partnerships between public and private organizations."
  - ▶ **Premium Request** — "I would like a general overview of Home Depot, including detailed financials, their procurement contacts, and any other supplier-related information you can find. Summarize the key points in a PowerPoint presentation."
2. Submit your credit card information on our secure site.
3. Receive your R3 Report for a Standard Request or your R3 Report and supplemental materials for a Premium Request.