



IHS Markit™

Custom research and consulting services

for technology, media and telecom

Uniquely positioned to solve your custom research needs

Do you need to know the **size**
of a market?

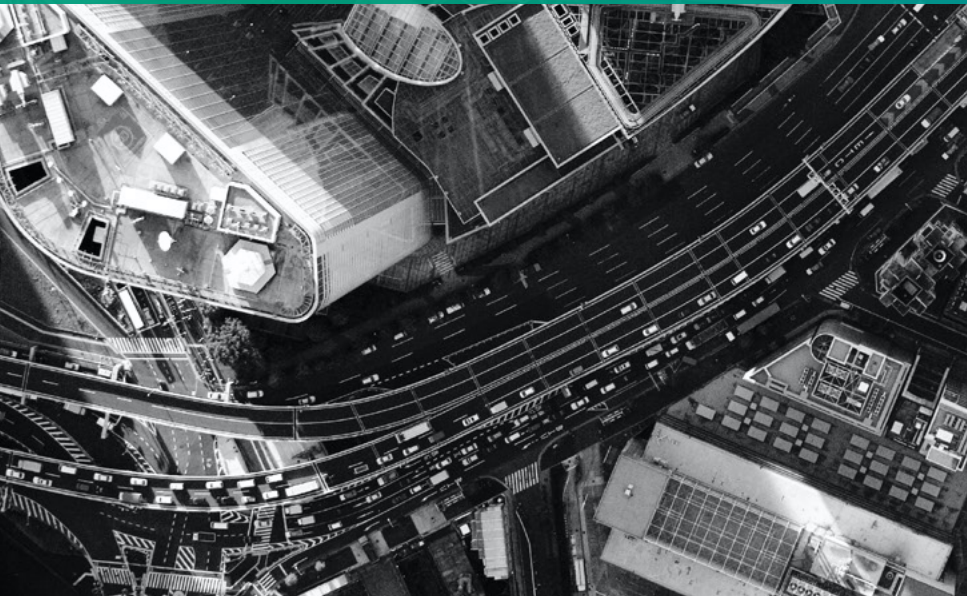
Your **position** within a market?

What **complementary markets**
exist or are emerging?

Which organizations you should
partner with or **acquire**?

What **new technologies** are on
the horizon?

The **cost-side** dynamics?



IHS Markit can answer these questions and more, helping you gain a better understanding of the trends and issues that are impacting your industry for more informed decision-making.



Who we are

IHS Markit (Nasdaq: INFO) is a world leader in critical information, analytics and expertise to forge solutions for the major industries and markets that drive economies worldwide. We deliver next-generation information, analytics and solutions to customers in business, finance and government, improving their operational efficiency and providing deep insights that lead to well-informed, confident decisions.

About our technology, media and telecom expertise

We are the leading source of information, insight and analytics in critical areas that shape today's technology ecosystem—from materials and components, to devices and equipment, to end markets and consumers.

Businesses and governments in more than 150 countries around the globe rely on the deep market insight and expert independent analysis of our 300+ industry analysts in technology sectors spanning IT, telecom, media, industrial, automotive, electronics, solar and more.





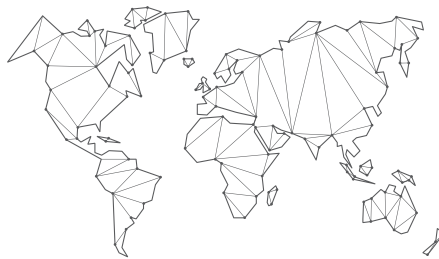
What we do

We provide an unmatched combination of information, insight and expertise, transforming knowledge into data and customizing a solution to meet your greatest strategic and operational challenges.

- ✓ **Reduce risk**
- ✓ **Streamline business planning**
- ✓ **Accelerate informed decisions**
- ✓ **Lower operating expenses**



Over **1,000 consulting projects** to date



Serving **34 countries** with over **130 offices**



Serving **85%** of the **Global Fortune 500**

Industries we serve

Unmatched depth and expansive breadth provide a holistic view of adjacent markets

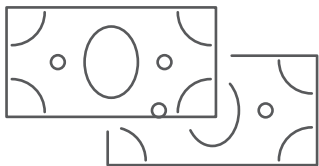




How we can assist you

Project-based engagements

We're here to help you achieve great things and make a lasting impact on your long-term performance. To this end, we offer the following custom research and consulting services:



Market sizing and forecasting

Designed for clients who need specific market data or additional segmentation to support strategy and decision-making. Encompasses:

- Customer-specific total available market (TAM) analysis
- Market driver analysis and forecasting
- Pricing and purchasing models



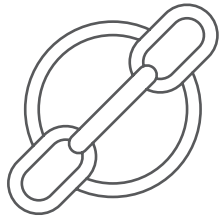
Market entry and development

Created for clients who need reliable intelligence on new market opportunities and a partner to help launch new products or services. Covers:

- Country-specific market analysis
- Competitive landscape
- Barriers to entry and risk assessment
- Distribution and sales channel analysis
- White papers

How we can assist you

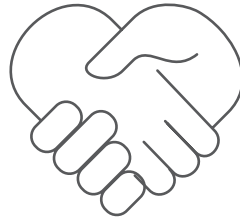
Project-based engagements (cont.)



Operational excellence

Aimed at clients who are looking to improve efficiencies, optimize performance and gain competitive intelligence. Includes:

- Strategic procurement advisory services
- Supply chain analysis
- Margin stack analysis
- Technology radar



Customer insight

Formulated for clients who are seeking to understand their customers' critical success factors across different geographic markets and end-user industries. Comprises:

- Consumer surveys
- Direct customer and partner surveys
- Industry expert analysis



Financial analytics

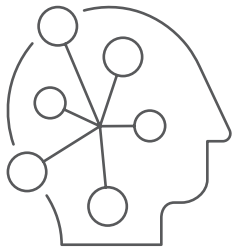
Designed to give clients a broader picture of the financial landscape to aid in planning and cost modeling. Covers:

- Economic impact analysis
- Merger and acquisition research and insights
- Commercial due diligence

How we can assist you

Continuing engagements

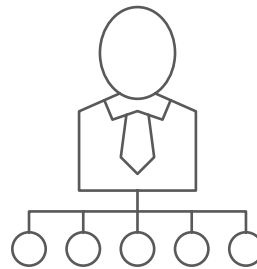
Need help beyond our standard consulting offerings?
We also offer engagement services on an ongoing basis.



Strategic support services

Created for companies that have wide-ranging and diverse business initiatives or operational issues, this program provides your company with an IHS Markit subject matter expert who utilizes our broad portfolio of analysts and research to coordinate real-time support, analyst engagement or custom data cuts to address your specific requirements.

Strategic support services are available to assess adjacent markets relevant to your core business, evaluate new strategic focus areas, answer customized research needs and more.



Executive advisory services

Designed to support one to two of your key initiatives, this program offers a deep and enduring relationship between your senior strategy executive (or small strategy team) and a dedicated IHS Markit senior analyst advisor.

Whether it's M&A, R&D, geographic expansion or industry disruption, our executive advisors can serve as a sounding board for your strategic thinking and provide active recommendations. These senior analysts have their fingers on the pulse of your industry—and access to a huge portfolio of data and insights—and can convey what's happening, why it's happening and what it means for your business in detailed fashion.

Executive advisory services can be delivered on a weekly, monthly or quarterly basis.

Our methodology

The power of collaboration

We partner with you to produce actionable insights for your company so that you can achieve your most important goals.

Leveraging IHS Markit's wealth of existing research and data—and conducting supplementary research when appropriate—our experts provide meaningful analysis and action-oriented recommendations.

Solid foundation:

Our syndicated research and deep industry understanding allow us to quickly help you find the right approach to gain a competitive advantage.

Objectivity:

We are objective and consistently unbiased as we craft strategies, provide support and guide execution.

Deep-rooted expertise:

The same renowned experts who lead our syndicated research efforts also conduct our custom research and consulting work.

Actionable advice:

Our broad, pragmatic business know-how allows you to remain grounded in the realities of your business environment.



Our methodology

A granular, bottoms-up approach

We synthesize the huge amount of data that's available today to get you to the right answer faster



Case studies - Helping customers and providing real-world impact

Industry

Manufacturing technology



Client type

Global automation
equipment provider

Project synopsis

Market sizing and forecasting

Our client was in need of a detailed overview of the opportunities available for low-voltage and medium-voltage motor drives in selected Latin American countries and an in-depth understanding of the distribution structure in each country. In addition, the client was seeking to identify potentially suitable channel partners and key end-user customers in local markets.

IHS Markit helped the client:

- Quantify and evaluate the market opportunity and growth potential of their target markets and key industry application areas
- Gain a clear understanding of major competitors' presence in each local market
- Evaluate potential partners
- Identify key prospective client companies



Case studies

Industry

Mobile and telecom



Client type

Major international telco provider

Project synopsis

Market entry and development

As one of the leading infrastructure suppliers to communications service providers across the world, our client wanted to articulate the opportunities available to operators through future “big video.” The client required a robust dataset, qualitative insights and recommendations in order to plan and strategize how to best approach leading operators across Western Europe.

IHS Markit helped the client:

- Quantify and evaluate the market opportunity and growth potential for operators to capitalize on big video
- Identify leading prospects for prioritization and targeting
- Understand the end-user (consumers) through extensive primary research in the form of online surveys
- Provide strategic guidance to support marketing and other go-to-market activities



Case studies

Industry

Power and energy



Client type

Global leader in transportation

Project synopsis

Operational excellence

This client was interested in learning about key technology trends and costs, market drivers, opportunities, threats, R&D investments and other issues that could impact their transportation business.

IHS Markit helped the client:

- Quantify and evaluate 10 different technologies on business impact and readiness to use
 - IHS Markit developed a Technology Radar tool consisting of an individual assessment combined with a summary overview of all 10 technologies
 - As an additional feature, time horizons were built into the tool: 2-, 5- and 10-year assessments show the dynamics of evolution and enable prioritization of investments
- Develop strategies via technology deep dives in selected areas



Case studies

Industry

Media and advertising



Client type

International social media player

Project synopsis

Customer insight

Native advertising presented significant opportunities to this client, but the understanding and usage by its customers and prospects remained in a nascent stage. To help overcome this, our client wanted to engage and educate publishers and mobile app developers on the size, opportunities and challenges of native advertising in a mobile-first environment. The client was also seeking recommendations on how to expand its native advertising offering.

Via a white paper and a presentation of the results at a number of dedicated events across Europe, IHS Markit helped the client:

- Educate and inform customers and prospects in an area that had not been researched in the past
- Engage and learn from content-related client interactions with key stakeholders
- Generate leads
- Secure further credibility by introducing thought-leading, informative and market-defining research to the industry



Case studies

Industry

Enterprise and IT



Client type

Information
technology procurement

Project synopsis

Cost benchmarking

The IT procurement team of this client desired a stronger position at the negotiating table when it met with suppliers to purchase IT equipment for use within the company. The client was seeking a repeatable methodology that could yield cost benchmarks for various IT infrastructure items under consideration for purchase—essentially it was looking for the lowest price a specific vendor might accept for products ranging from consumer electronics (notebooks, tablets and handsets) to IT infrastructure products (servers and switches).

With supply chain analysis, cost breakdowns and channel evaluations, IHS Markit helped the client:

- Anticipate and respond to various scenarios that can occur during negotiations
- Save tens of millions of dollars through improved negotiations with suppliers
- Get a return on investment of 40x, and sometimes well over 100x



IHS Markit: providing extensive breadth and depth across the mobile and telecom ecosystem

Information, insight and analytics across critical technology markets



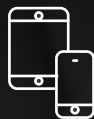
Teardowns & Cost Benchmarking

- Teardowns
- Component pricing
- Cost modeling
- Parts solutions



Automotive Electronics

- Electronic systems & semiconductors
- Cost management
- Connected car



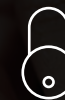
Displays

- Display manufacturing & supply chain
- Display materials & components
- Large displays
- Small & medium displays
- Touch & interface



Mobile, Consumer & Connected Devices

- Mobile devices
- Consumer electronics
- Lighting
- Digital signage
- Smart home & appliances



Security Technology

- Access control & fire
- Video surveillance
- Cybersecurity & digital ID
- Critical communications



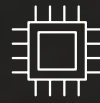
Mobile & Telecom

- Operators & services
- Mobile innovation
- Mobile networks
- Voice & data networks
- Service provider
- Broadband & video
- Managed services



Enterprise & IT

- Data center & cloud
- Enterprise networks & communication
- Enterprise IT security
- M2M, IoT & connectivity



Semiconductors

- Semiconductor market
- Semiconductor components
- Semiconductor manufacturing
- MEMS & sensors
- Memory & storage



Power & Energy Technology

- Smart grid & energy storage
- Power supplies & wireless charging
- Solar



Media & Advertising

- Advertising
- TV media & content
- Video
- Digital media
- Games
- Cinema



Healthcare Technology

- Medical devices & equipment
- Healthcare IT



Manufacturing Technology

- Capital equipment & machinery
- Electric motor systems
- Discrete & process automation

Contact us

Interested in partnering with IHS Markit on a custom research and consulting project?

Email us at
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or contact any of our consulting colleagues.

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