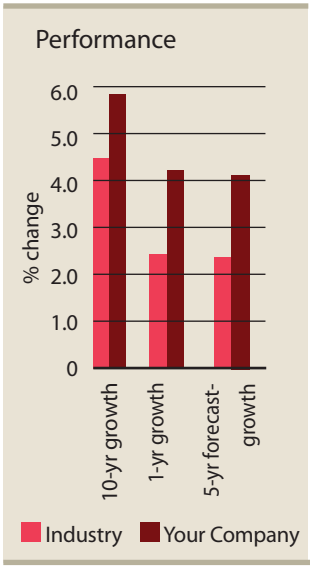
IBISWorld

WHERE KNOWLEDGE IS POWER

IBISWorld for Competitive Intelligence Professionals



IBISWorld provides industry intelligence to inform you of the business operating risks and opportunities in 700+ U.S. industries. IBISWorld's extensive report collection has the answers that cut hours from first-stage research, help you understand your competitors and give you the tools to stay ahead.

Each industry report provides the most detailed performance data and analysis on the market; supply chain information; forecast revenue data; operating strengths and weaknesses; analysis of external drivers; major player market strategies; and industry profit and costs benchmarks.

IBISWorld is an online industry solution. Reports are updated three times per year on average and are available in three user-preferred lengths: 4-page iExpert Summaries, Industry Reports of 40-pages and 20-page Risk Rating Reports. Our Strategic Database covers all reports to give you a "bird's-eye" view of the economy. Report data and analysis can be downloaded as value-added content for your presentations.

IBISWorld industry reports have a number of key performance and operational metrics with which competitive intelligence executives, strategic planners and consultants can judge a company against industry averages and/or industry peers.

Industry Intelligence for Benchmarking

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The results of benchmarking help professionals identify where a company has advantages over the typical industry operator and where they fall behind. This process challenges results and puts operational goals and objectives into perspective. The strongest companies know the most about their business environment and its best practices.

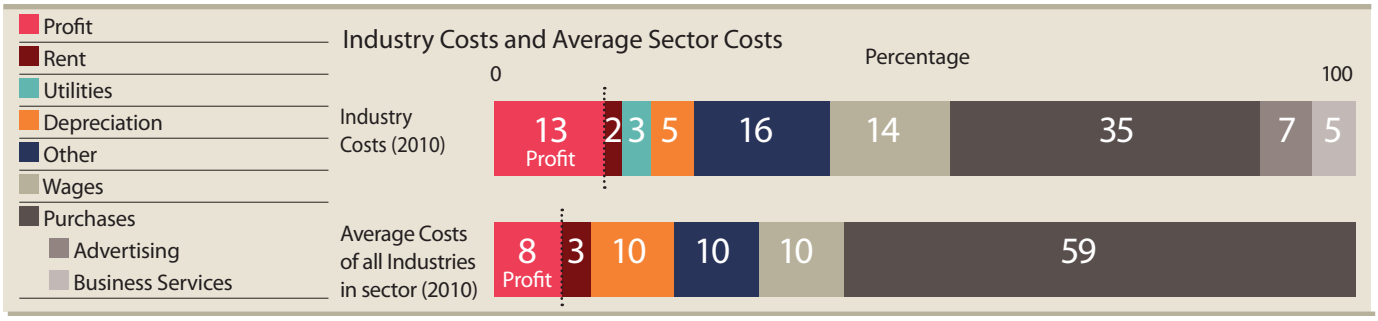
Key Industry Performance Metrics

Performance metrics show dynamic changes, such as industry revenue, wage and employment growth. IBISWorld industry reports include: actual and forecast revenue data, wage and employment growth; profit margin; and, revenue volatility.

Key Industry Operational Metrics

Operational metrics show strategic data and ratios that are central to a company's business plan. Strengths or weaknesses in these metrics can explain a firm's performance - an operational metric is a cause; a performance metric the effect.

IBISWorld industry reports include: wage costs/revenue; revenue and profit per employee; average wage costs; depreciation costs; import and export levels; and, key input costs.

Selected Clients

- BP North America
- CSC
- Pfizer
- Visa
- Xerox