



# CASE STUDY

## Client:

A global Healthcare services Company



*“I’m happy with the results and the regular updates the team shares with us on the market. I am eager to pursue the relationship with Infomineo for the long-term.*

— Vice President at Firm



## Client Challenge



The client was looking to **expand its business operations and invest in specific countries in the Middle East and Africa region.**

The firm was looking for:



Access to **accurate information to understand their target**



**Smooth integration** with its existing research processes



**Lower cost than hiring** and retaining research analysts internally

## Our Solution



The consulting firm decided to **leverage Infomineo’s research services as a solution to:**



Infomineo expertise and on-the-ground presence in the Middle East and Africa region



**Ad-hoc requests** to get needed information

## Outcome



The firm recognized **that the quality of the research service provided matched that of their internal capacity,** resulting in:



the client is confident in our deliverables and trust the quality of the work at Infomineo  
The type of support needed became more **diverse (ad-hoc requests, newsletters, databases, research projects)**