



# CASE STUDY

## Client:

A global consulting firm



*“A big thank you to all those who worked on this request – your speed and flexibility is really an asset for us.”*

— Research Analyst (Client)

*“Thank you very much for the output, this is exactly what we needed in terms of content.”*

— Research Analyst (Client)



## Client Challenge



The client sought to **expand its information coverage** within Africa and the Middle East.

The firm was looking for:



**Effective and quick solution**



**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 cover:**



geographies where they did not have existing internal support staff (**The MEA region**)



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

## Outcome

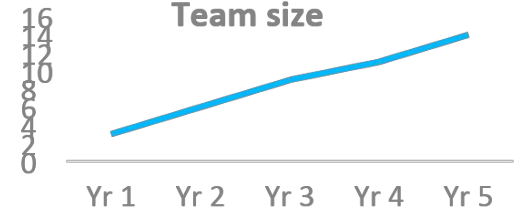


The firm recognized that **the quality of the research service provided matched that of their internal capacity**, resulting in:



The firm’s dedicated team **tripled**

**Team size**



**additional geographies** outside the MEA region



The type of support needed became more **diverse (ad-hoc requests, newsletters, databases, research projects)**