



CASE STUDY

Client:

A Leading Mining Company



“Thank you for this update. The file is very rich. There is a lot of insights to get advantage of.”

— Consultant at Firm



Client Challenge



The client was willing to Stay Ahead of its **Competitors** through **Strategic Watch and Competitive Intelligence**

The firm was looking for:



regular inflows of information to understand the main **trends of the market**



stay aware of what competitors are doing on a **larger scale**



Lower cost than hiring and retaining research analysts internally

Our Solution



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



Access to accurate competitive benchmark and latest trends on industry of interests



Conduct intensive secondary research through our databases and press search tools



Good quality of work delivered in the ready-to- use format

Outcome



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



Leverage Infomineo capacity to support research needs in a timely and effective manner



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