



CASE STUDY

The digital arm of a **Top Consulting Firm** was seeking to open several innovation hubs across multiple geographies



Amazing work ! Thank you – really appreciate the transparency throughout this process.

– Business Development Director



Client Challenge

The firm needed:



A robust methodology to assess the competitiveness of 30+ cities across the globe



Lower cost than hiring and retaining research analysts internally



Our Solution



Leveraging Infomineo's research expertise in problem solving and providing the right level insight required



Building a ranking model to facilitate decision making related to choosing a location while taking into considerations specific factors that are important to the client



Outcome



Great research value, allowing the client to make better informed decisions related to their geographic expansion



A comprehensive model that the client can use and experiment with internally



Long lasting relationship that makes the client contact Infomineo for future needs.