



LINKING INSIGHT TO VALUE: An Industry Overview



GLOBAL SALES ENABLEMENT JOB AID

This job aid provides an overview of key industries, how our value proposition is prioritized, the business areas that benefit most from our solution, and the representative clients.

RECOMMENDED USAGE: Leverage when preparing for a client conversation and tailoring your message.

ENERGY / RESOURCES / UTILITIES

Prioritized Value Proposition	Opportunity by Business Area	Representative Clients:
<ul style="list-style-type: none"> Risk & Policy Compliance Service Quality Process Efficiency Cost Savings 	<ul style="list-style-type: none"> All: IT (contractors and outsourcing), Engineering, Corporate, Call Centers Oil & Gas: Well Operations & Transmission Utilities: <ul style="list-style-type: none"> Distribution: Meter Readers, call centers Transmission: Vegetation Management 	<ul style="list-style-type: none"> British Petroleum Chevron American Electric Power Bonneville Power Florida Power & Light

FINANCIAL SERVICES / INSURANCE

Prioritized Value Proposition	Opportunity by Business Area	Representative Clients:
<ul style="list-style-type: none"> Cost Savings Risk & Policy Compliance Service Quality Process Efficiency 	<ul style="list-style-type: none"> IT (contractors and outsourcing) Financial Operations (treasury, etc.) Corporate Call Centers Retail Insurance: Claims Adjusters, Underwriters 	<ul style="list-style-type: none"> American Express Bank of America Citi Group RaboBank TD Bank

GOVERNMENT & NOT FOR PROFIT

Prioritized Value Proposition	Opportunity by Business Area	Representative Clients:
<ul style="list-style-type: none"> Risk & Policy Compliance Cost Savings Service Quality Process Efficiency 	<ul style="list-style-type: none"> IT (contractors and outsourcing) Call Centers General administrative support 	<ul style="list-style-type: none"> UK Federal Government State of Wisconsin Los Alamos Labs

HEALTHCARE, PHARMACEUTICAL & MEDICAL

Prioritized Value Proposition	Opportunity by Business Area	Representative Clients:
<ul style="list-style-type: none"> • Risk & Policy Compliance • Cost Savings • Service Quality • Process Efficiency 	<ul style="list-style-type: none"> • IT (contractors and outsourcing) • Research and Development • Manufacturing • Clinical • Corporate • Call Centers 	<ul style="list-style-type: none"> • Abbott • Eli Lilly • Merck • Novartis • Sanofi

HOSPITALITY, LEISURE, TRANSPORTATION

Prioritized Value Proposition	Opportunity by Business Area	Representative Clients:
<ul style="list-style-type: none"> • Cost Savings • Process Efficiency • Service Quality • Risk & Policy Compliance 	<ul style="list-style-type: none"> • IT (contractors and outsourcing) • Call Centers • Marketing & e-Commerce 	<ul style="list-style-type: none"> • American Airlines • IHG • Marriott • United Airlines

MANUFACTURING & CHEMICALS

Prioritized Value Proposition	Opportunity by Business Area	Representative Clients:
<ul style="list-style-type: none"> • Cost Savings • Process Efficiency • Service Quality • Risk & Policy Compliance 	<ul style="list-style-type: none"> • Manufacturing Plant Operations • IT (contractors and outsourcing) • Research and Development • Transportation • Corporate 	<ul style="list-style-type: none"> • Cummins • Honeywell • Phillips • Siemens • Volkswagen

PROFESSIONAL SERVICES

Prioritized Value Proposition	Opportunity by Business Area	Representative Clients:
<ul style="list-style-type: none"> • Service Quality • Process Efficiency • Risk & Policy Compliance • Cost Savings 	<ul style="list-style-type: none"> • Client Engagements • IT (contractors and outsourcing) • Research & Development • Corporate 	<ul style="list-style-type: none"> • Balfour Beatty • HP • Teradata • Xerox

RETAIL, PACKAGING & FOOD

Prioritized Value Proposition	Opportunity by Business Area	Representative Clients:
<ul style="list-style-type: none"> • Cost Savings • Risk & Policy Compliance • Process Efficiency • Service Quality 	<ul style="list-style-type: none"> • IT (contractors and outsourcing) • Plant Operations / Distribution Centers • Retail Locations • Research & Development • Corporate 	<ul style="list-style-type: none"> • Coca-Cola • Kraft • Land O'Lakes • Reckitt Benckiser • P&G

TECHNOLOGY & TELECOM

Prioritized Value Proposition	Opportunity by Business Area	Representative Clients:
<ul style="list-style-type: none"> • Service Quality • Cost Savings • Risk & Policy Compliance • Process Efficiency 	<ul style="list-style-type: none"> • IT (contractors and outsourcing) • Client Services (support, installation, etc.) • Research and Development • Corporate • Telecom: Network Maintenance 	<ul style="list-style-type: none"> • AT&T • eBay • Cisco • Google • Verizon • Vodaphone