

Multi-Client Study Creates Strategic Direction for Two Global Consulting Firms

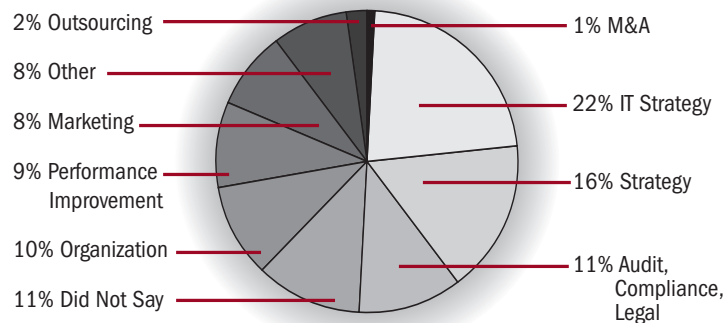
Two leading global consulting firms wanted to better understand what senior executives who engage consulting firms were thinking and buying. Our mandate was to gather feedback from these senior executives on perceptions and awareness vis-à-vis competitors, analyze buying trends, and evaluate potential markets.

Engagement Plan

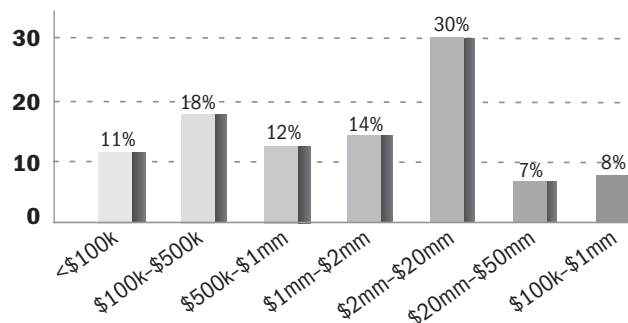
Broderick worked with the study sponsors to profile priority industries, companies and executives to be included in the study. Based on that profile, we built a database of 5,000 names of senior executives (CEOs, CFOs COOs, CIOs, and senior strategy executives) of billion dollar plus organizations across seven industry sectors (consumer goods, retail, energy, financial services, health care, manufacturing and high technology). Simultaneously, using Broderick's extensive experience in interviewing senior executives, the team built a survey instrument that would yield the most actionable and directional data.

The Broderick team scheduled and conducted in-depth interviews with over 200 senior decision-makers. In individual telephone interviews — executives spent an average of 45 minutes with us — we captured information on their current and future needs, use of consulting firms, current and planned spending on services, and brand perceptions of top consulting firms. Data from each question was analyzed by company size, region, industry and function of buyer. We then developed a comprehensive report and analysis including a profile of the organizations and executives with the highest propensity to buy each sponsoring firm's services.

Top Consulting Services Purchased Today



Annual Spending on Consulting Services



Range: \$5k-\$200mm Median: \$1,000,000 Average: \$11,403,876

The Bottom Line

Both firms achieved their goals for the study. One firm wanted to test perception and awareness by region and functional buyer in order to effectively deploy marketing dollars and resources. The other firm wanted to pinpoint their highest opportunity markets — industries and functional buyers with a need for their services — in order to more effectively target their sales efforts. Both firms gave the study high marks for delivering actionable data.

REPRESENTATIVE CLIENTS

Accounting

Deloitte
Ernst & Young
PricewaterhouseCoopers

Consulting

A.T. Kearney
Bain & Company
BearingPoint
Black & Veatch Consulting
Booz Allen Hamilton
Capgemini
Clarkston Consulting
Deloitte Consulting
Gartner Consulting
Hay Group
John Ryan Company
Mellon Financial Corporation
Mercer
Motorola Professional Services
Oliver Wyman
The Parthenon Group
The Segal Company
UPS Consulting
Watson Wyatt Worldwide

Law

Cuatrecasas
Fried, Frank, Harris, Shriver & Jacobson
Holland and Knight
Jackson Lewis
Mayer, Brown, Rowe & Maw
Morgan Lewis & Bockius
O'Melveny & Myers
Orrick, Herrington & Sutcliffe
Squire, Sanders & Dempsey
Wilson Sonsini Goodrich & Rosati
White & Case

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