



There are 4,500 firms that classify themselves as “research” companies in the US alone. Why did we start a new one?

The world has changed. Most research firms have not. The pace and complexity of business today is driving fundamentally different market intelligence needs and a new model to support strategic decision-making. The dimensions firms need to consider when making decisions have grown exponentially as globalization and connectivity have brought about:

- More customer segments, channels to reach customers and attributes customers care about
- More product categories and products per category
- More regions and sub-regions
- More competitors and product substitutes
- More data and information sources than can ever be processed efficiently

At the same time these changes have left decision makers with less time, money and resources to get the answers they need to confidently make decisions.

Most research and market intelligence providers have not adapted their business model or service offerings to help clients cope with these challenges. After extensive dialog with clients of research and market intelligence, Monitor Group committed to build the next-generation strategic research and decision support firm – Grail Research.

Grail Research blends the best of strategy consulting (highly custom, insightful, rigorous, trustworthy) with the best of market research (data rich, repeatable, analytical, cost effective) to provide organizations with accurate, succinct answers to their most important business questions.

To deliver the insights and answers our clients need, Grail Research is organized around the following principles:

- **Clients need succinct – but not superficial – answers**

Clients judge the success of an engagement by whether they receive credible and insightful answers to their pressing business questions. While detailed data collection, analysis and validation are necessary steps toward achieving this outcome, we measure and reward our teams based on their ability to synthesize findings, generate insights and deliver concise answers in the context of the business decisions you are facing.

- **Questions and context should drive research approach**

Data takes many forms and lives in many places. Clients have different burdens of proof. Decisions require varying degrees of certainty. Because of this our approach to delivering answers is research technique agnostic. We focus first on understanding your questions and decision context. Then we design the most cost-effective research plan for answering your questions with the appropriate level of certainty.

▪ **Clients need partners that provide leverage**

Business leaders are strapped for time and can't afford partners that require hand-holding. Our client service officers are experienced consultants who are successful because, just like your highest-performing team members, they are able to take ambiguous questions and, with a few brief (i.e., 15 minute) check-in conversations, deliver exactly the information you need.

▪ **Having a global business perspective is about more than having offices around the globe**

Critical to the success of a research project is the ability to synthesize and frame data in the global context in which our clients operate. To provide the global perspective you need, Grail Research has assembled a team of experts that understand the culture, language, business networks and regulatory environments of key countries and regions around the world.

▪ **Business decisions often arise unexpectedly and need to be dealt with immediately**

Clients want partners who can help them when a need arises. Grail Research can have a team up and running within 24 hours, and we tailor research approaches to deliver information based on your timeline. We also offer same-day turnaround on basic information requests for our relationship clients.

▪ **Delivering value to clients requires investment and hard work**

To truly be the next-generation research firm and help clients meet the complex challenges of today's business environment requires new thinking about how to organize and operate. From our rigorous recruiting process to our unique project engagement model, proprietary technology and exclusive network of experts, Grail Research is aligned to deliver exactly the service experience, insights and answers you need.

▪ **Adaptability is critical to strategic research**

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Clients have the flexibility to engage Grail Research in a variety of ways, depending on the breadth, depth, time sensitivity and predictability of their needs. For clients with a constant demand for high quality market intelligence and/or analytics, we dedicate a team to support both recurring and ad-hoc information needs. For our project-based clients, we have a large team of experts to support projects as they arise. For global companies looking to reduce costs and increase service levels by consolidating their market intelligence and analytics groups, we work with clients to structure the right dedicated center arrangement.

To learn more about Grail Research, visit www.grailresearch.com.

Facts about Grail Research:

- Founded in 2006 by Monitor Group, a leading strategy consulting and investment firm, now a division of Integreon
- More than 350 employees in 10 offices: Beijing, Boston, Bristol (UK), Johannesburg, Manila, Mumbai, New Delhi, New York, San Francisco and Toronto
- Global capabilities – conduct research in more than 100 countries and 35 languages in any 12 month period; particularly strong capabilities in fast developing regions such as China, India, the Middle East, and Africa
- Expertise in a wide variety of industries including Consumer Brands, Investment Banking, Legal Services, Life Sciences, Technology and Telecom
- Strategic research support for a broad array of decisions, including entering new markets, launching and enhancing products, unseating competitors, evaluating brand performance, making acquisitions or strategic investments, and more