

THE  
ADVANTAGE  
OF  
KNOWLEDGE

The background of the lower half of the page is a complex, abstract pattern of glowing blue lines. These lines are thin and numerous, creating a dense, web-like structure that suggests data connectivity or a neural network. The lines are set against a dark blue gradient background, with some lines appearing brighter and more prominent than others, giving a sense of depth and movement.

bostonANALYTICS



# BOSTON ANALYTICS

BOSTON ANALYTICS' VISION IS GUIDED BY A FUNDAMENTAL UNDERSTANDING.

GLOBAL BUSINESS PROCEEDS MORE QUICKLY AND UNPREDICTABLY THAN EVER.

COMPETITION IS MORE KNOWLEDGE-INTENSIVE THAN EVER. THUS, COMPANIES

MUST MAKE SMARTER BUSINESS DECISIONS FASTER THAN EVER.

BOSTON ANALYTICS' MISSION IS TO GIVE OUR CORPORATE, CONSULTING, AND

FINANCIAL CLIENTS THE MOST CURRENT, ACCURATE, AND ACTIONABLE

RESEARCH AND ANALYTICS – SO THEY CAN BE FIRST TO UNCOVER AND EXPLOIT

OPPORTUNITIES. OUR WORK POWERS KNOWLEDGE PROCESSES AND ENABLES

EFFECTIVE DECISIONS AT ALL LEVELS OF THE BUSINESS. TO DO WHAT WE DO

BEST, WE BRING TOGETHER THE BEST ANALYTICAL MINDS WORLDWIDE, DELIVER

A ROBUST OFFERING OF KNOWLEDGE SERVICES AND PRODUCTS, AND WORK

AS GENUINE PARTNERS.

WE INVITE YOU TO LEARN ABOUT HOW BOSTON ANALYTICS CAN HELP YOUR

COMPANY CAPITALIZE ON THE ADVANTAGE OF KNOWLEDGE.

# TURNING THE KNOWLEDGE GAP INTO KNOWLEDGE ADVANTAGE



“The companies that survive and thrive are those that turn their knowledge gap into knowledge advantage.” Partha Ghosh, Chairman, Boston Analytics

### INTENSITY OF KNOWLEDGE, CONSTANCY OF CHANGE

Business decision-makers today confront unprecedented challenges. Global competition. Disruptive technologies. Powerful capital markets. Political and environmental flux. All these factors accelerate the pace of business and drive continuous, unpredictable change. For corporations, consulting companies, and financial services firms, access to current, accurate, actionable knowledge has become a vital competitive capability – for both strategic decision-making as well as day-to-day knowledge processes.

### CONFRONTING A GROWING KNOWLEDGE GAP

Business organizations confront a growing gap between their need for current, accurate, actionable knowledge and their ability to create this knowledge by rapidly and cost-effectively capturing, codifying, and analyzing data. Continuously changing information increases the complexity and pace of strategic decision-making – intensifying the need for speed and precision to turn the latest data into meaningful knowledge. Moreover, increasing information volume can overwhelm knowledge processes – customer data alone is growing by 50 percent annually, according to a recent study. Many organizations lack sufficient, cost-effective in-house capacity to deal with this swell of data – especially in the short amount of time available before the data becomes irrelevant.

### CLOSING THE KNOWLEDGE GAP

To close this knowledge gap and seize knowledge advantage, business firms require world-class capabilities in strategic research and analytics, including:

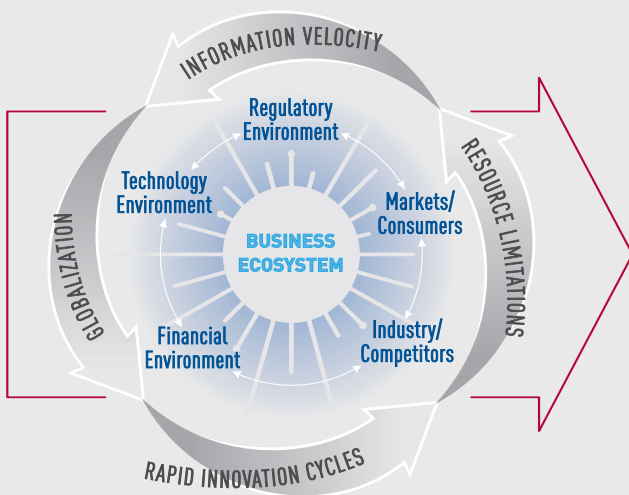
- Continuous knowledge and insight that support rapid, effective strategic decision-making.
- Reliable, accurate, streamlined knowledge processes that improve operational efficiency.

However, cost constraints coupled with a shortage of skilled analytical professionals can make it harder than ever to develop and maintain such world-class capabilities. In one recent survey, 50 percent of large companies cite a lack of skilled knowledge professionals; 46 percent struggle to reduce costs for knowledge processing.

To quickly and cost-effectively close their knowledge gap, many organizations are turning to a new category of business service provider – one that specializes in world-class research and analytics as well as operational knowledge processing.

### SEIZING KNOWLEDGE ADVANTAGE

Boston Analytics brings together a worldwide team to deliver knowledge services and products to corporations, consulting companies, and financial services firms. Read on to learn more about how Boston Analytics can help your organization seize the Advantage of Knowledge.



**BOSTON  
ANALYTICS**

“In today’s dynamic global business environment, cycles of innovation are ever more rapid. Staying ahead requires nurturing and leveraging knowledge. That’s why Boston Analytics is such a valuable partner – its core competence is knowledge.”

Tarun Khanna, Jorge Paulo Lemann Professor,  
Harvard Business School

### CUSTOM SERVICES, CUSTOM TEAM

Boston Analytics delivers its customized knowledge services in whatever manner suits the needs of its clients – whether they require project-based efforts or ongoing initiatives utilizing dedicated research teams.

Our project-based services involve scalable project resources deployed on-demand to solve an urgent analytical challenge or augment internal resources during periods of peak demand.

Our dedicated research teams provide a cost-effective approach for ongoing services, delivered by a carefully matched team trained specifically in the client’s desired methods, techniques, research principles, and presentation formats.

### TRAINING AT RENOWNED UNIVERSITIES

Boston Analytics’ professionals have been educated at some of the world’s most respected universities. Our team includes numerous graduates from the Massachusetts Institute of Technology, the Indian Institutes of Management, the Indian Institutes of Technology, and other prestigious institutions.

### EXPERIENCE AT GLOBAL 1000 COMPANIES

Boston Analytics’ executives and analysts bring decades of diverse industry experience from Global 1000 and emerging companies, from consulting firms such as McKinsey & Co. and Charles River Associates, and from financial institutions such as Oppenheimer & Co. and Lexington Partners.

### ADVISED BY LEADING MINDS IN BUSINESS

Boston Analytics’ team, philosophy, and business model have been guided by advisory board members from leading businesses, financial firms, and universities, including Harvard Business School.



IT TAKES A  
WORLD-CLASS TEAM  
TO DELIVER  
WORLD-CLASS  
KNOWLEDGE SERVICES

“They have excellent analytical skills, on par with or exceeding anyone I’ve ever worked with. This analytical acumen adds tremendous value to the work that I do.” Client

# BOSTON ANALYTICS' KNOWLEDGE SERVICES & PRODUCTS

AN EFFICIENT SOLUTION TO EACH UNIQUE CHALLENGE

### CUSTOMIZED KNOWLEDGE SERVICES, PRODUCTS, AND REPOSITORIES

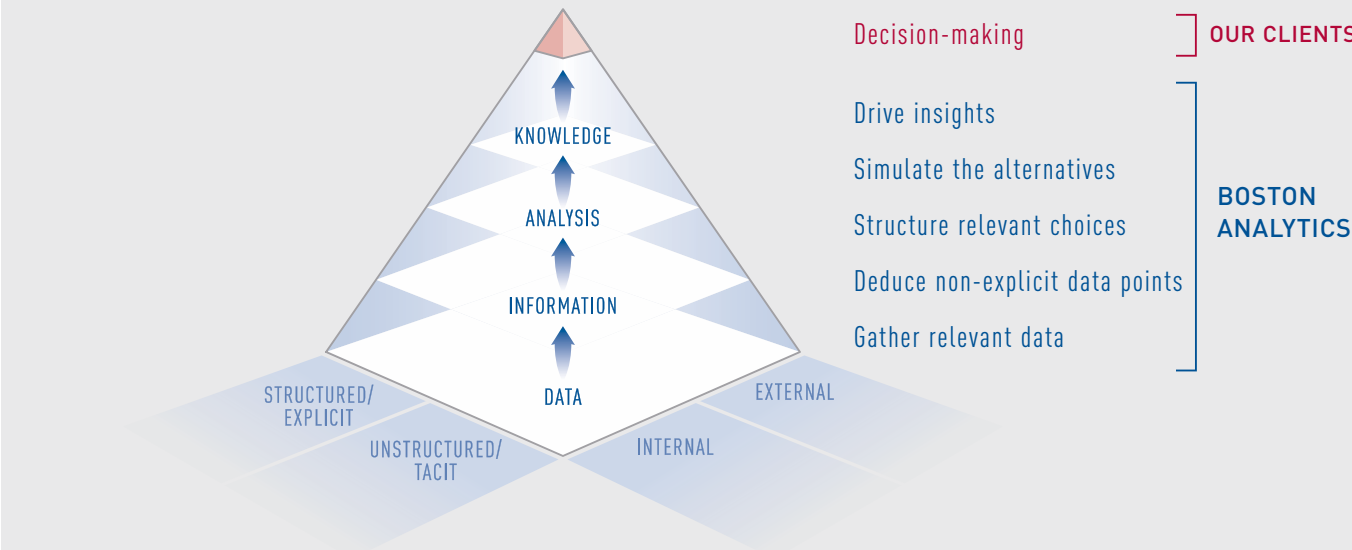
Boston Analytics delivers enterprise-wide knowledge advantage by providing fully customized knowledge services as well as flexible, preconfigured knowledge products and repositories. All knowledge services and products are tailored to meet the specific needs of corporations, consulting companies, and financial services firms.

Boston Analytics' knowledge services and products fall into two broad categories: business research and analytics, and financial analytics. Our knowledge products include the Boston Analytics Knowledge Accelerator™ and the Knowledge Crystallizer™, two preconfigured knowledge systems that embed our collective expertise into customizable, highly flexible and scalable, dynamically updated solutions for our clients.

Boston Analytics also designs, maintains, and dynamically updates multidimensional knowledge repositories that power our clients' knowledge and decision-support processes. These secure, searchable repositories are custom-developed and deployed as unique solutions conforming to the requirements of each client.



### KNOWLEDGE SERVICES HIERARCHY





“The Internet has rendered information a commodity. To be useful, information must be extracted, analyzed, and presented to management as a differentiated product that informs decision-making. Boston Analytics is uniquely qualified to transform raw information into knowledge tailored to management’s needs.”

Arthur Schleifer Jr., James J. Hill Professor of Business Administration, Emeritus, Harvard Business School

#### BUSINESS RESEARCH AND ANALYTICS

Boston Analytics supports and extends corporations’ and consulting companies’ in-house capabilities for both strategic and routine analysis. In addition to our rigorous, fact-based approach, we combine creativity with third-party objectivity to uncover hidden trends and opportunities. Our knowledge services and products include:

- Macro trends and drivers analysis
- Industry and sector analysis and reporting
- Competitor profiling, benchmarking, and positioning
- Market dimensioning and segmentation
- New market entry assessment
- Customer segmentation and loyalty
- Global sourcing and partnering opportunity assessment
- Innovation and technology landscape mapping
- Patent trend analysis
- Knowledge Accelerator™

#### FINANCIAL ANALYTICS

Boston Analytics’ financial analytics services consist of rigorous research, financial modeling, and industry/sector/company reports that support investment decisions. We cost-effectively glean critical knowledge and increase research coverage utilizing a variety of tools and approaches, including:

- Equity and fixed-income research, analytics, and modeling
- Event-driven analysis and alerts
- Due-diligence services
- Financial modeling and valuation services
- Simulation and game theory exercises
- Risk assessment and predictive modeling
- Economic value modeling
- Statistical modeling and scenario analysis
- Knowledge Crystallizer™

“Cost savings is often the clincher – but the real benefit of working with Boston Analytics is that they add such value to the work that we do.” Client



## SEAMLESS PARTNERSHIP DELIVERS CONTINUOUS KNOWLEDGE ADVANTAGE

As a strategic partner, the Boston Analytics team seamlessly extends our clients' in-house resources and capabilities. Our collaborative approach ensures precise, valuable, often breakthrough results. Our team's collective expertise in knowledge services is second to none.

### THE PAYOFF OF PRECISION

Boston Analytics guarantees research, analytics, and knowledge processing with our zero-error commitment. Moreover, we deliver complete knowledge – immediately usable input into our clients' strategic decision-making and day-to-day knowledge processes. Our information is so thoroughly synthesized and analyzed, it rarely requires additional processing or even formatting.

### DISCOVER YOUR KNOWLEDGE ADVANTAGE WITH BOSTON ANALYTICS' NO-RISK PILOT PROJECTS

Boston Analytics invites you to discover the Advantage of Knowledge for your organization. Contact us to discuss our introductory pilot projects – a high-value way to explore Boston Analytics' knowledge services and products at no risk or further obligation for your firm.



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