

Example Case:

A 15-person, Cincinnati-based, metalworking job shop "Cincinnati MJS Co." is concerned about the potential for a downturn in the economy. The company has historically manufactured products for the automotive industry, but after the Great Recession began diversifying into the electronics industry. Their primary concern is in knowing if and when business activity will contract in their specific markets and territories such that they can properly manage their inventory, production and hiring levels.

After meeting with a Gardner Intelligence representative at MTForecast and going through the Gardner Business Index (GBI) data in realtime via Tableau, Gardner Intelligence identified the end-markets, regions and company-size dimensions of interest to the client and showed them relevant GBI data at MTForecast. After realizing the value that a monthly SNAPSHOT booklet could offer to his business decision-making process, he then registered for a monthly subscription. Each month of his active subscription, his booklet is updated with the latest GBI information and e-mailed immediately.

The following pages are a sample visualization of the kind of monthly booklet that would be provided to the client in this example.

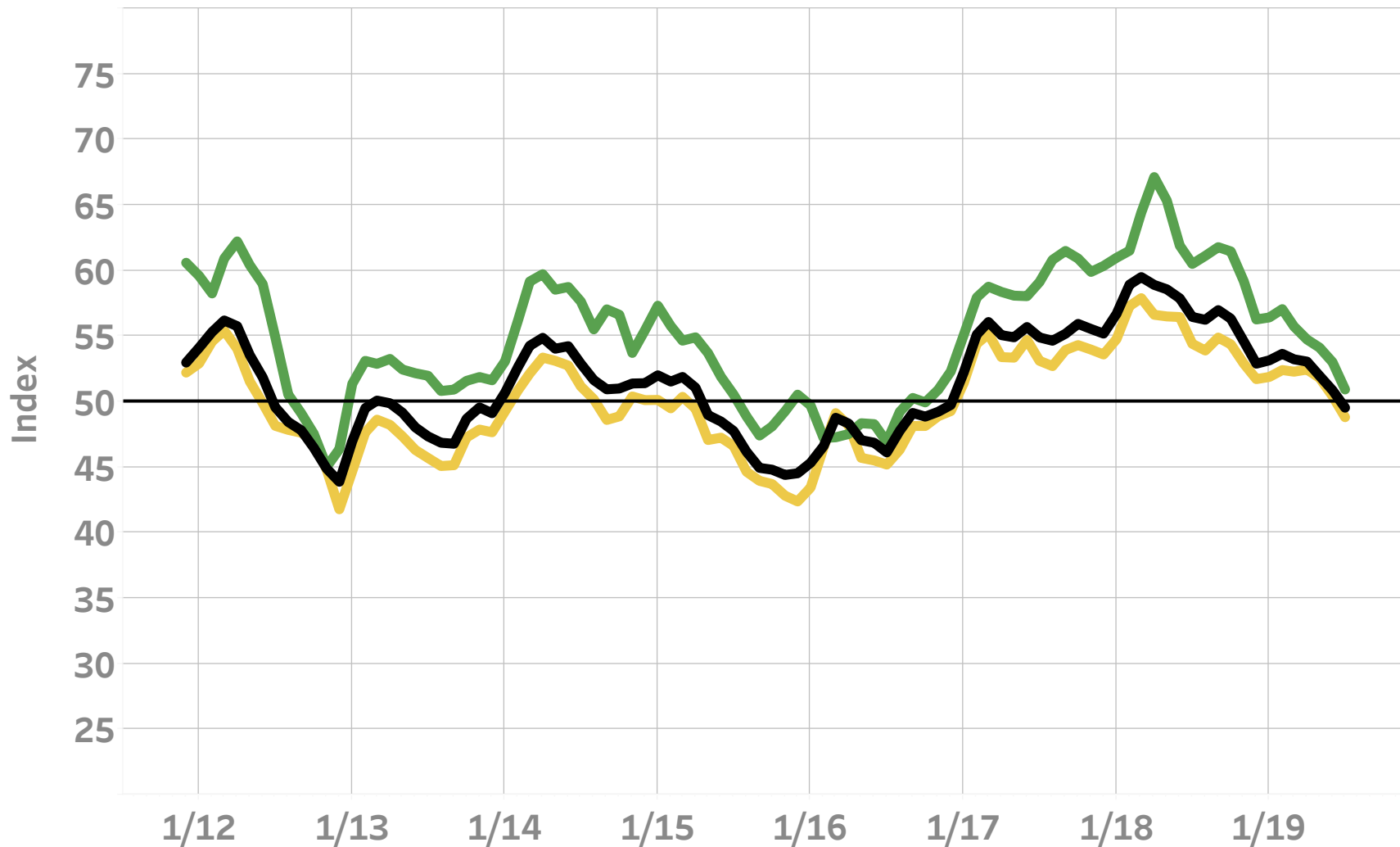
Gardner Business Index Customized Snapshot Report

Cincinnati MJS Co.

Report Month: June 2019

GBI Snapshot: All Manufacturers - Total Index, By Company Size

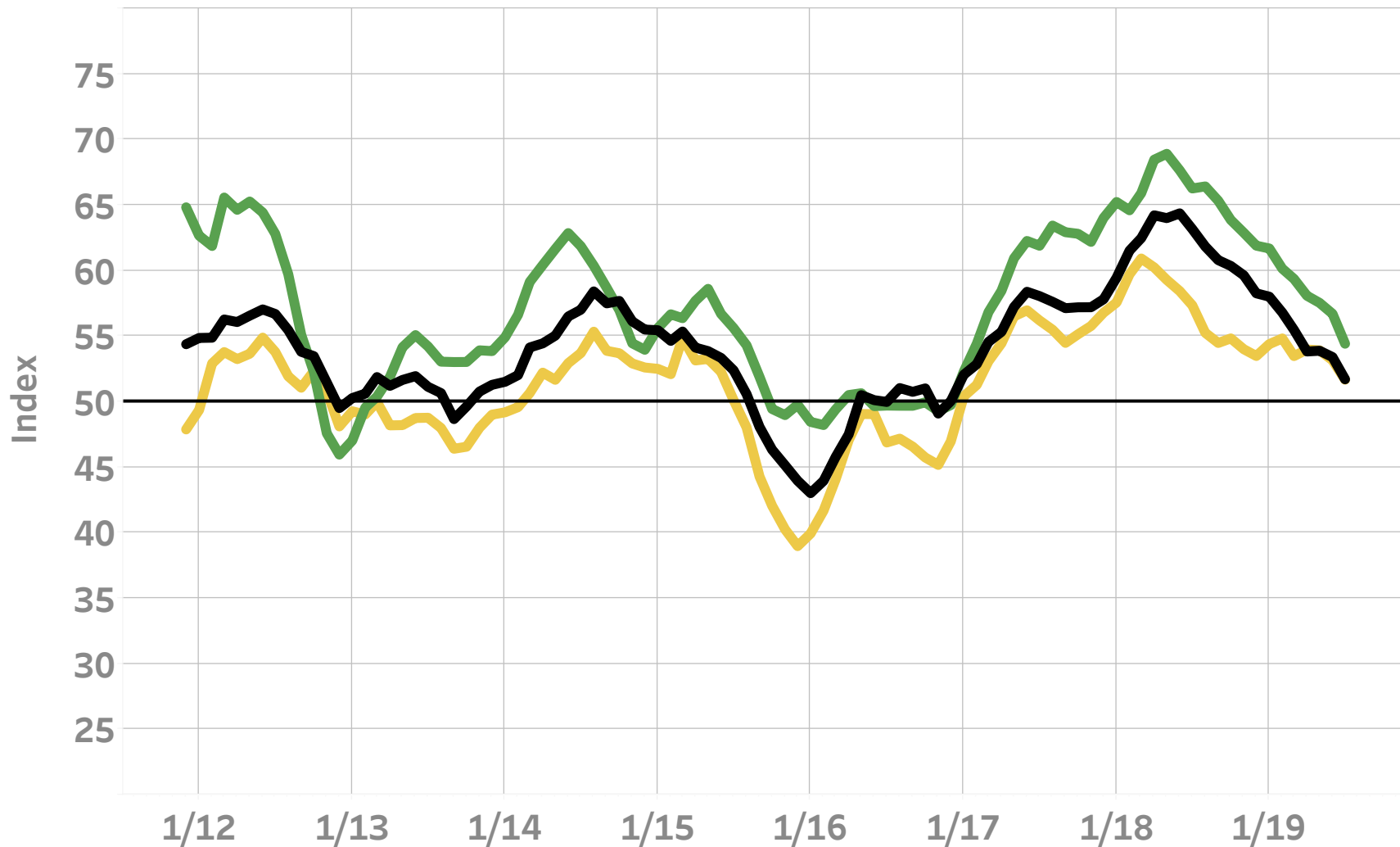
(2-Month Moving Average)



- All Sizes
- Over 100 Employees
- Under 50 Employees

GBI Snapshot: All Manufacturers - New Orders, By Company Size

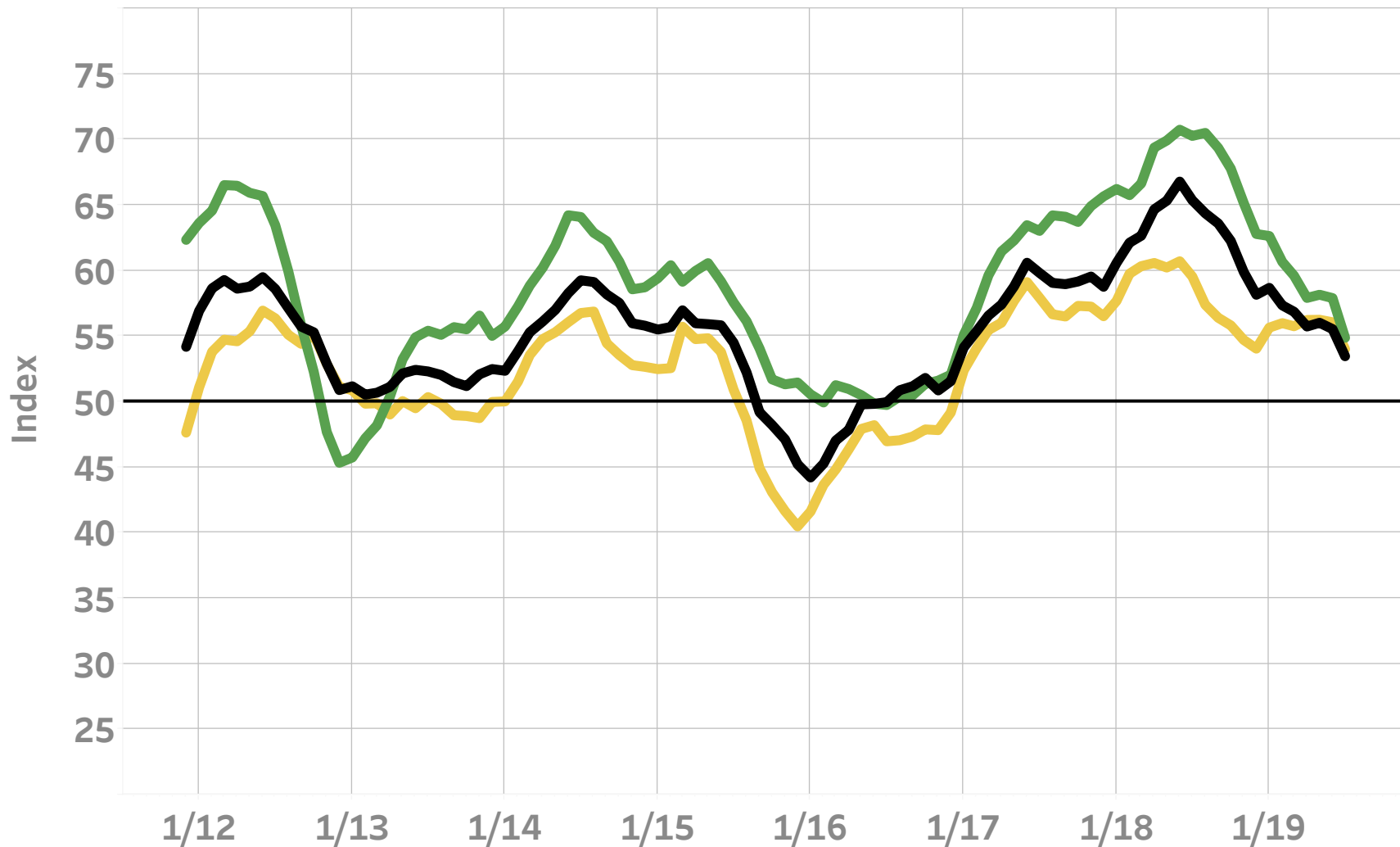
(6-Month Moving Average)



- All Sizes
- Over 100 Employees
- Under 50 Employees

GBI Snapshot: All Manufacturers - Production, By Company Size

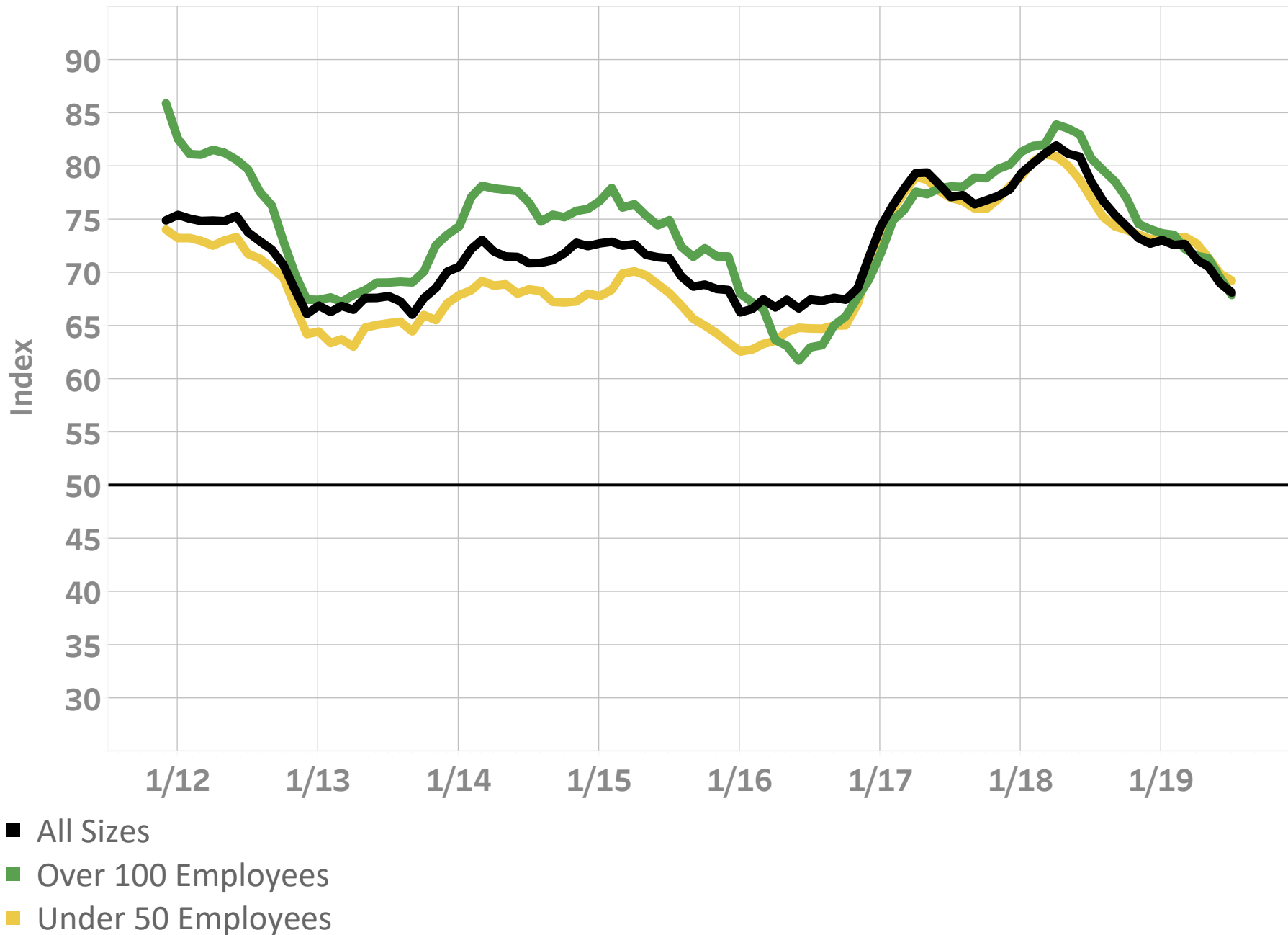
(6-Month Moving Average)



- All Sizes
- Over 100 Employees
- Under 50 Employees

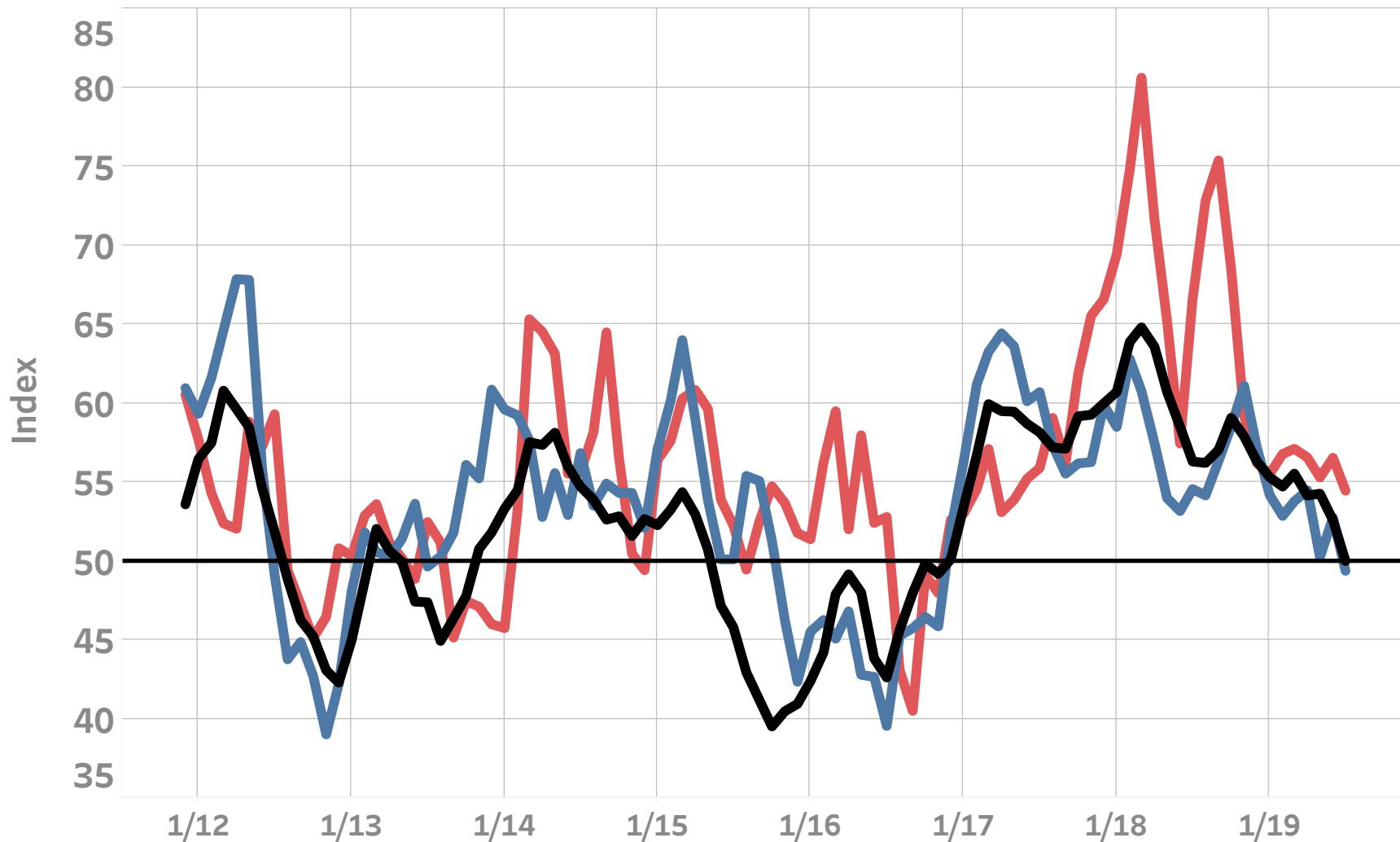
GBI Snapshot: MMS - Business Outlook, By Company Size

(6-Month Moving Average)



GBI Snapshot: Metalworking Technology - New Orders, By End-Market

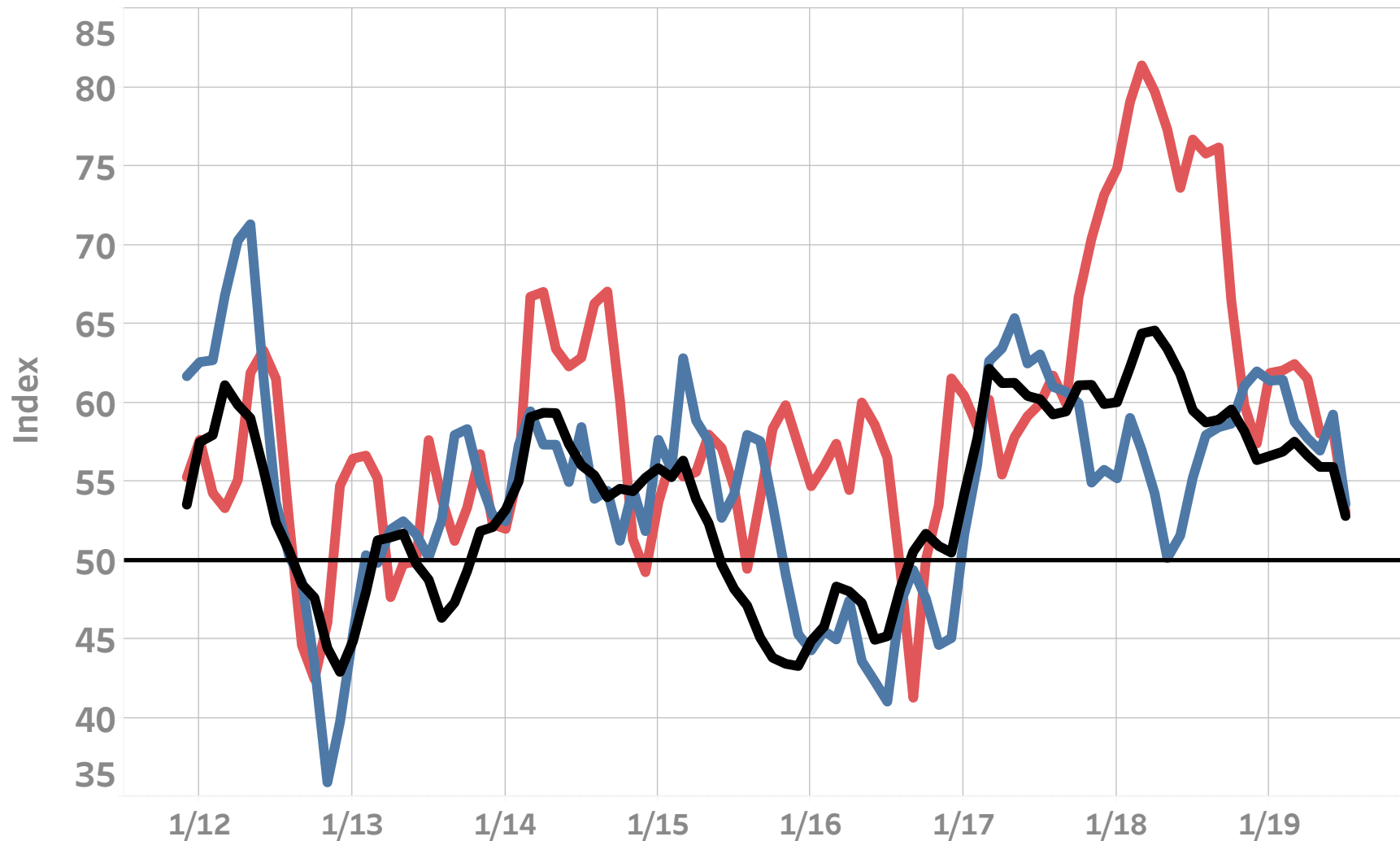
(3-Month Moving Average)



- ALL INDUSTRIES
- AUTO
- ELECTRONICS

GBI Snapshot: Metalworking Technology - Production, By End-Market

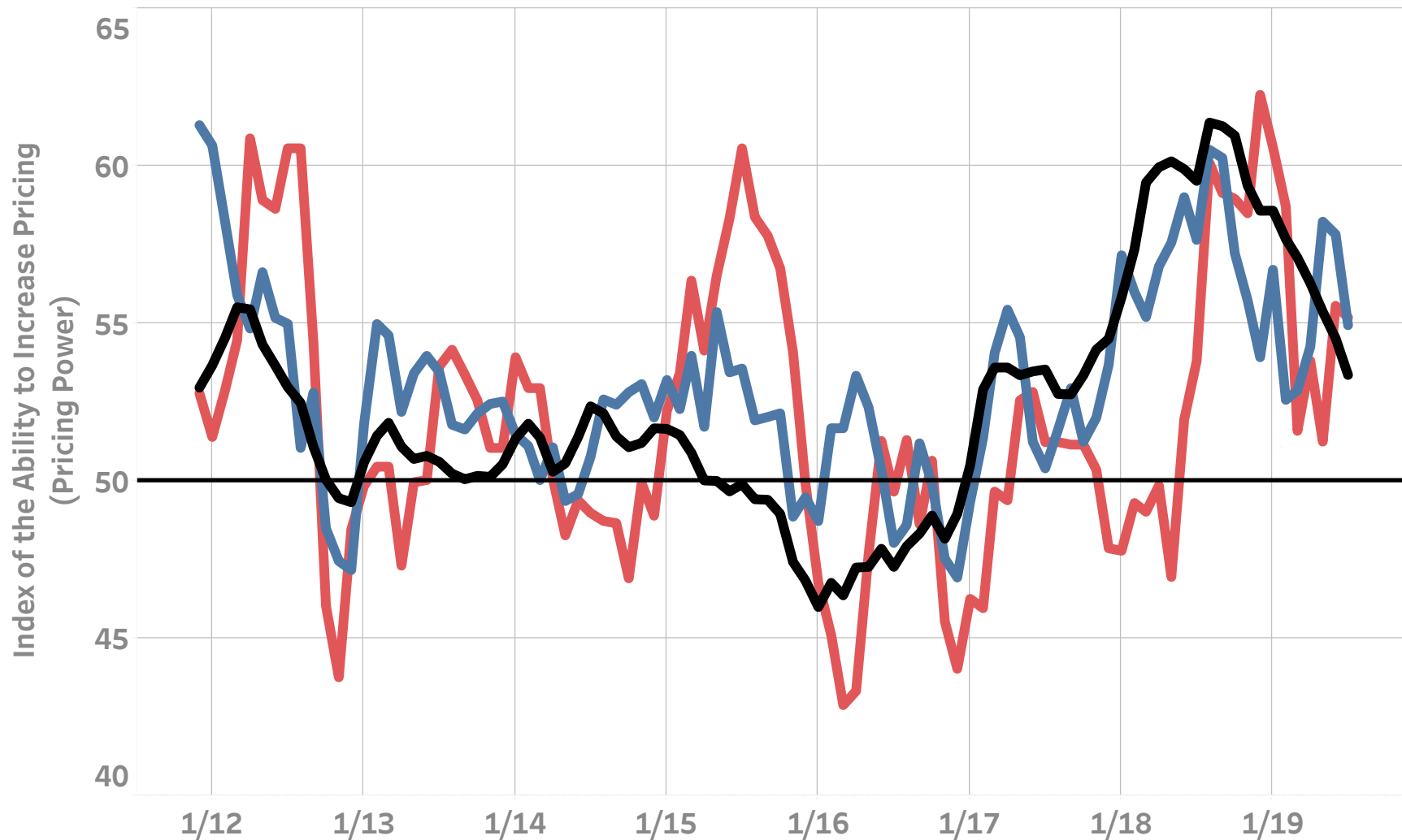
(3-Month Moving Average)



- ALL INDUSTRIES
- AUTO
- ELECTRONICS

GBI Snapshot: Pricing Power - Metalworking Technology, By End-Market

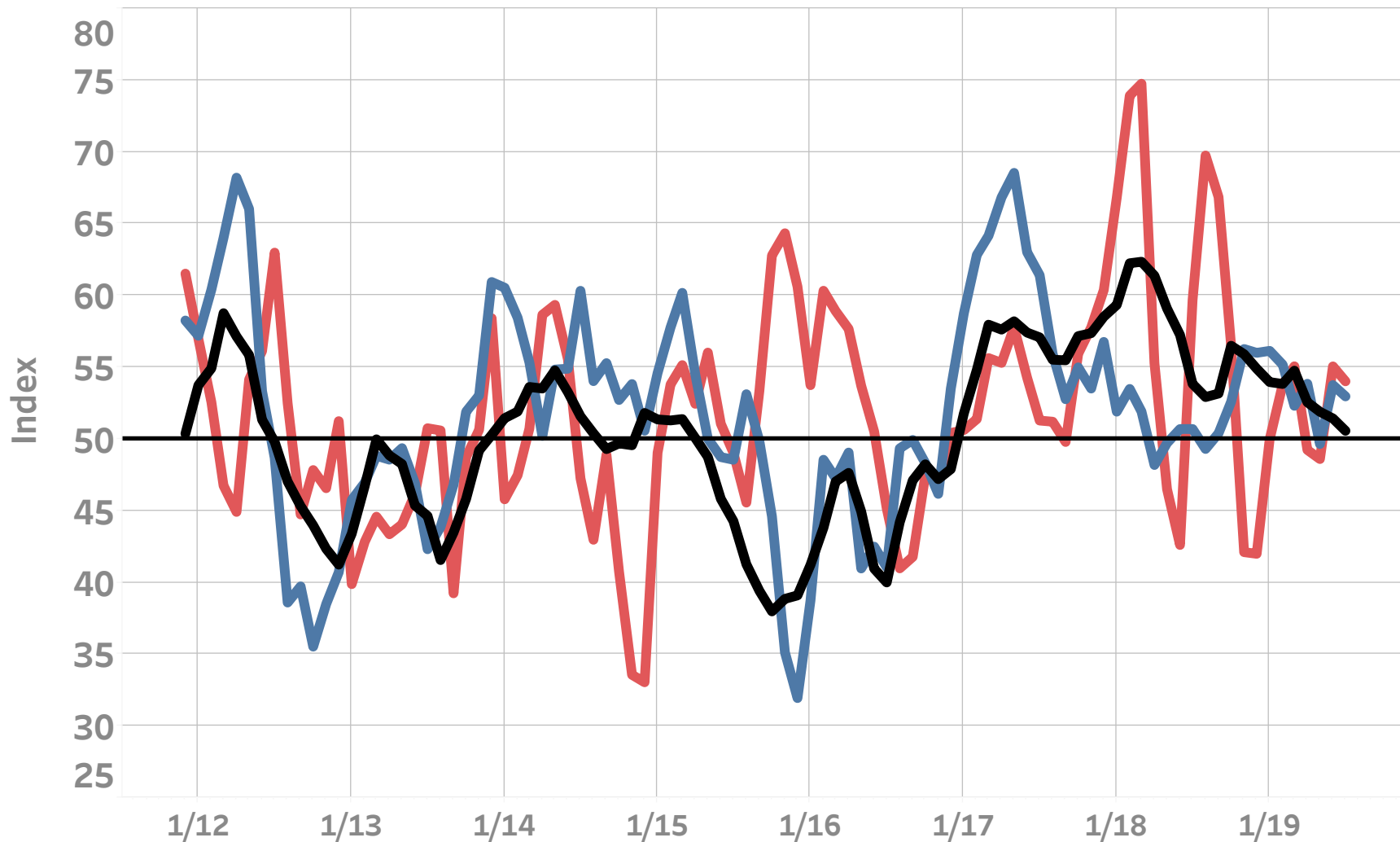
(3-Month Moving Average)



- ALL INDUSTRIES
- AUTO
- ELECTRONICS

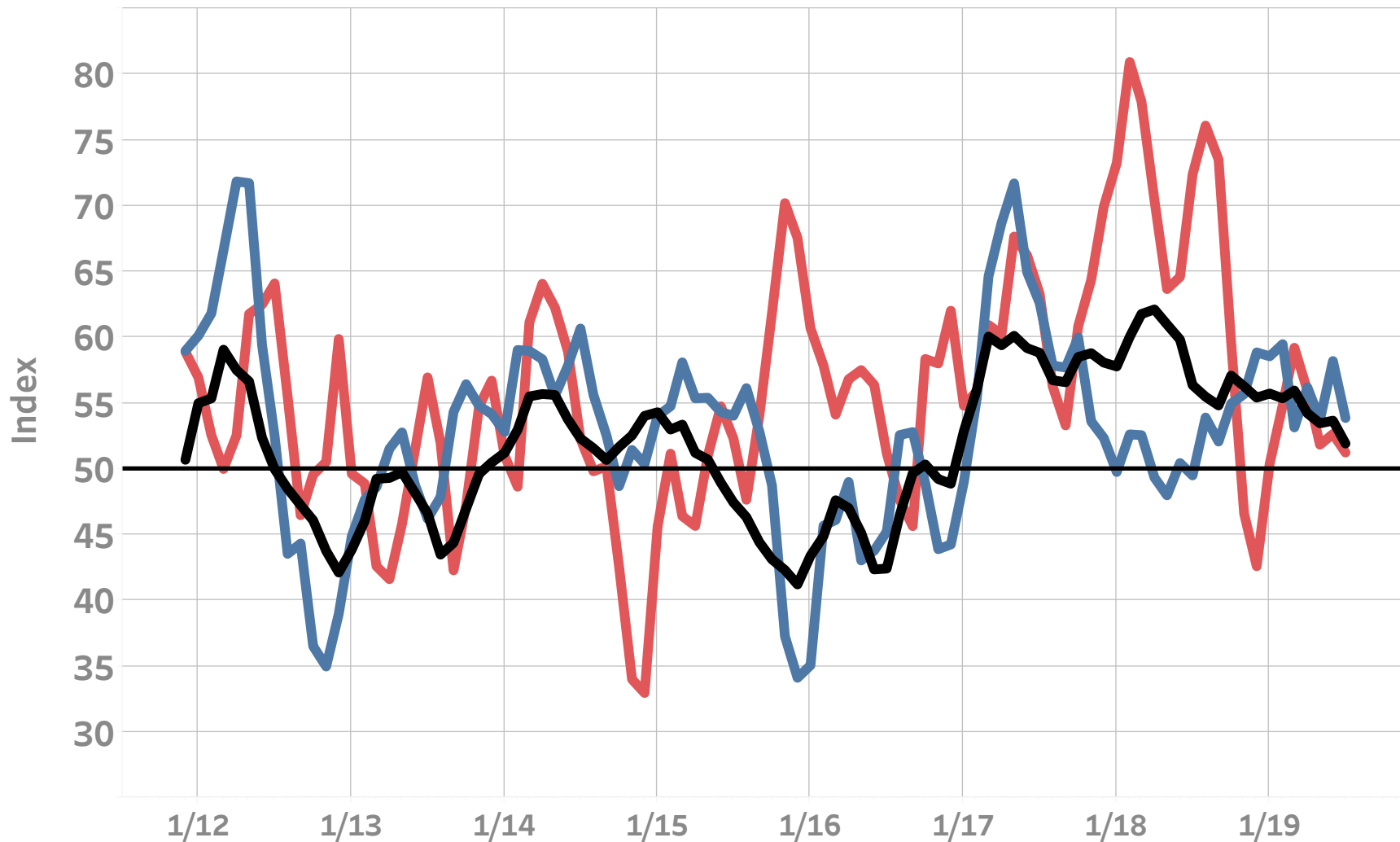
GBI Snapshot: New Orders - Metalworking Technology - <20 Employees, By End-Market

(3-Month Moving Average)



- ALL INDUSTRIES
- AUTO
- ELECTRONICS

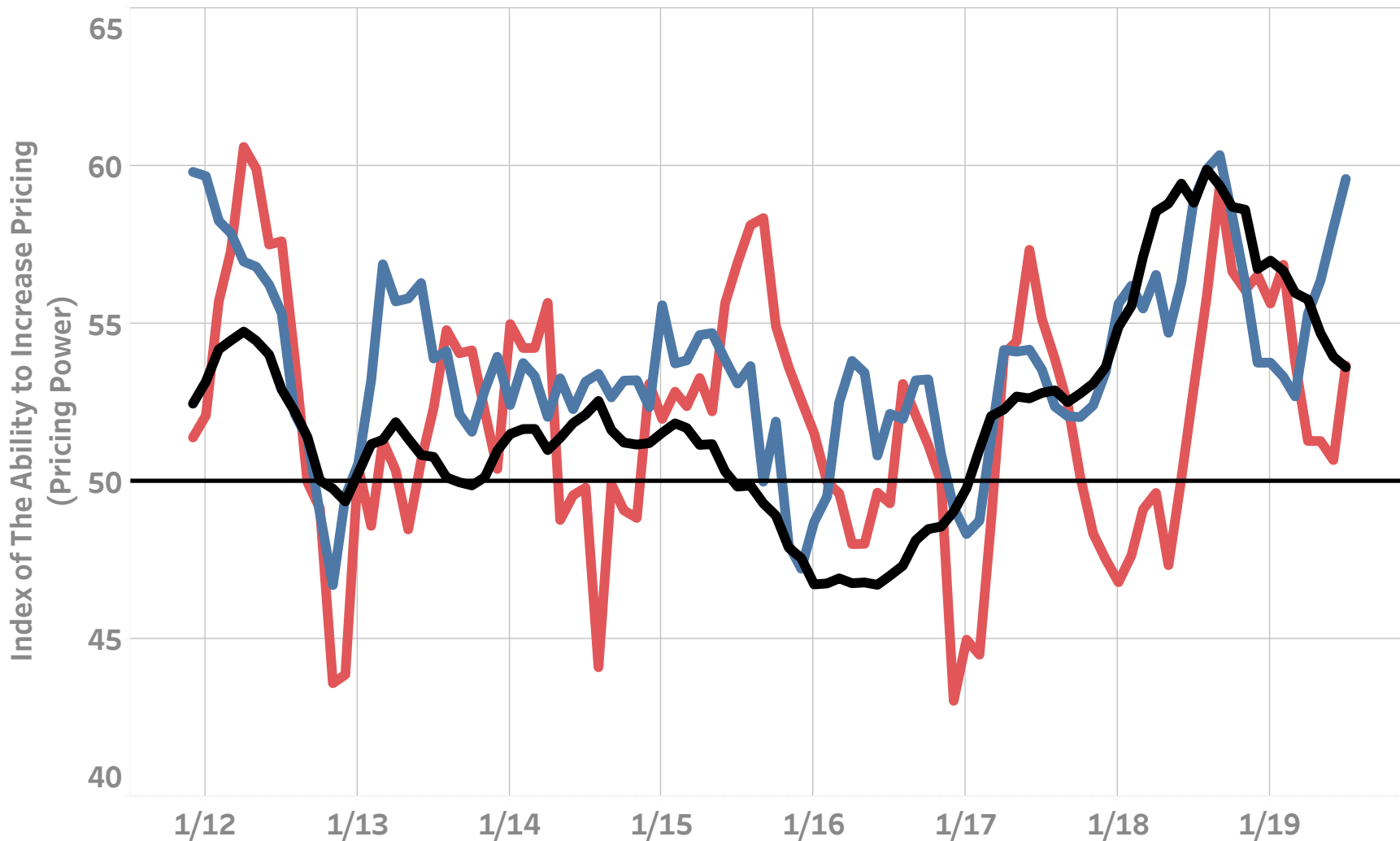
GBI Snapshot: Production - Metalworking Technology - <20 Employees, By End-Market (3-Month Moving Average)



- ALL INDUSTRIES
- AUTO
- ELECTRONICS

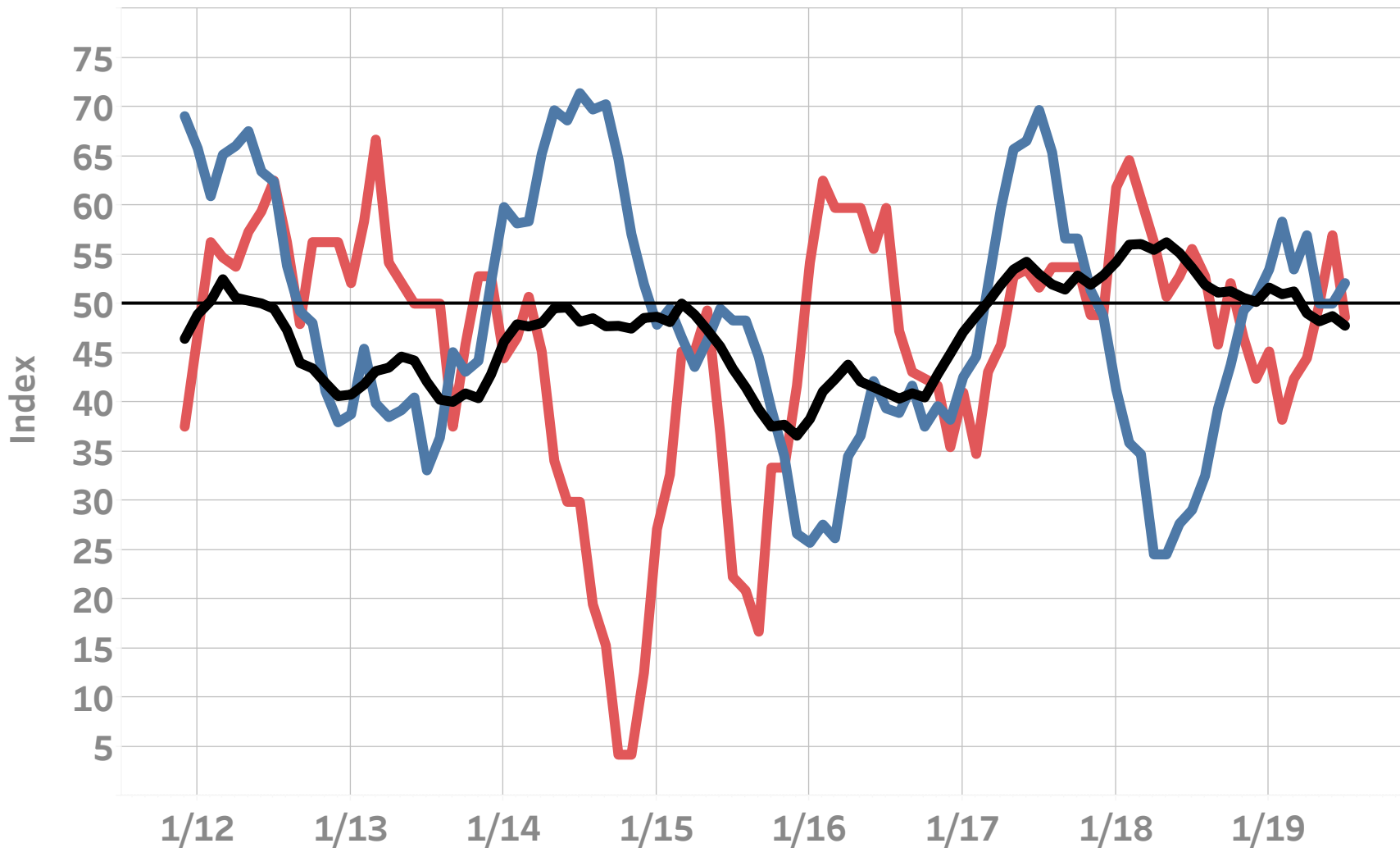
GBI Snapshot: Pricing Power - Metalworking Technology - <20 Employees, By End-Market

(3-Month Moving Average)



- ALL INDUSTRIES
- AUTO
- ELECTRONICS

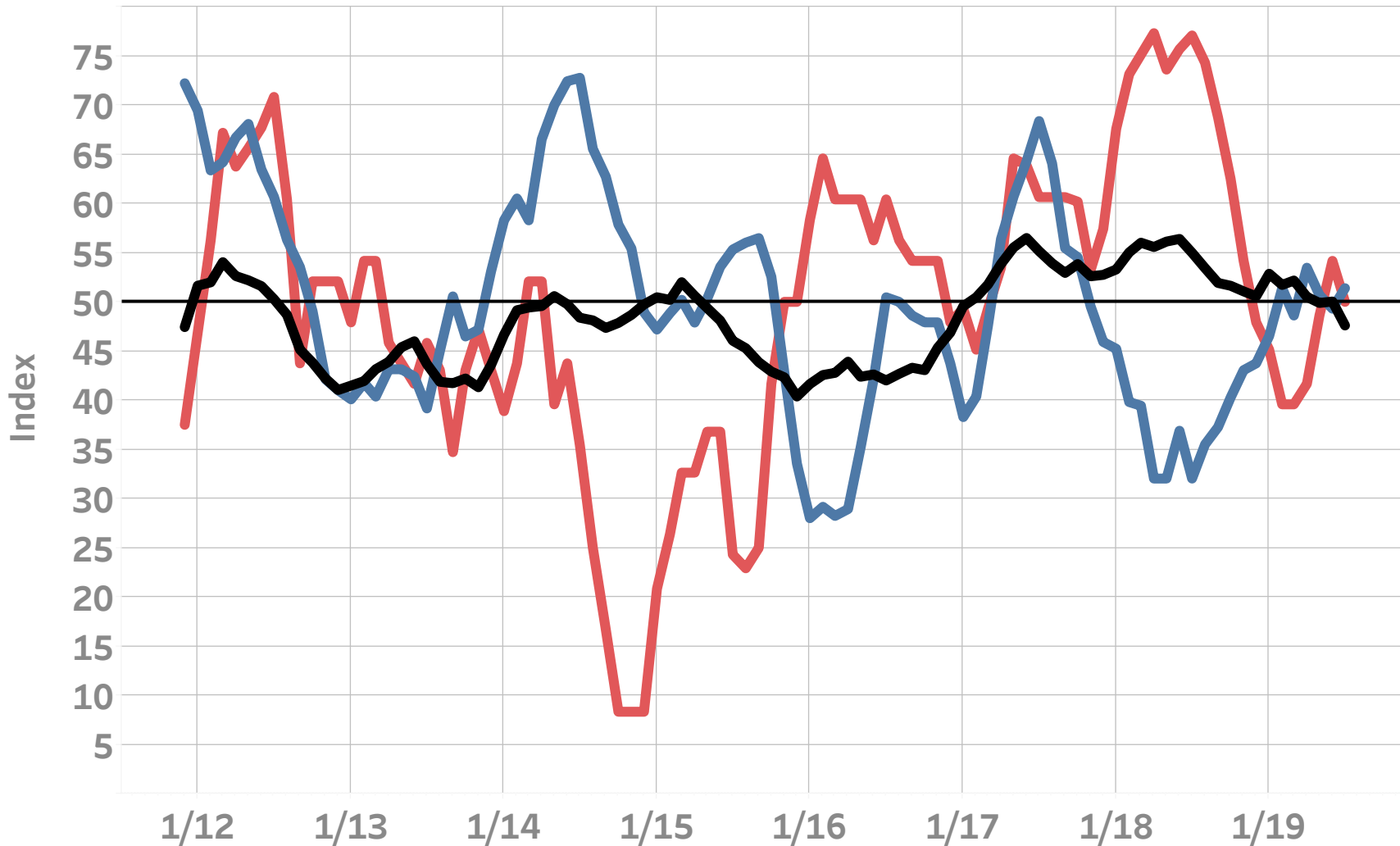
GBI Snapshot: New Orders - Metalworking Technology - by Midwest Region, Shops <20 Employees, by End-Market (6-Month Moving Average)



- ALL INDUSTRIES
- AUTO
- ELECTRONICS

GBI Snapshot: Production - Metalworking Technology, Midwest Region, <20 Employees, by End-Market

(6-Month Moving Average)



- ALL INDUSTRIES
- AUTO
- ELECTRONICS

GBI Snapshot: Pricing Power, by Metalworking Technology, Midwest Region, Shops <20 Employees (6-Month Moving Average)

