

Revealing **MANUFACTURING**



gardnerintelligence.com

We Provide Actionable
INSIGHTS
FOR YOUR BUSINESS



Gain actionable insights grounded in market trends, competitive intelligence and manufacturers' behavior from Gardner Intelligence's *access*, *acumen* and *authority*.



EXTRAORDINARY *Access*

We reach more than 338,000 manufacturing professionals, from the C-suite to the shop floor, in more than 100,000 facilities. Our scope of contacts ensures that we can find the right people to answer your questions.



EXPERIENCED

Acumen

Our team of researchers and analysts leverages 90 years of subject matter expertise to keep pace with the evolving nature of manufacturing.





drivers

401(k) plan
Quality certifications and 5S
No robotic loading and no
Improvement methodology negatively
correlated
Sales personnel, customer tours,
Supply chain practices but no effective
Sales and no supply chain negatively
correlated
HMC, pallet changer, tombstone, 4-
and 5-axis machining, unattended
Aluminum, mild steel, tool steel, and
Brass negatively correlated



EXPERT

Authority

Combining our **access** and **acumen**, we provide insights that you can trust to enhance your business.

ENGAGEMENT

Methodology

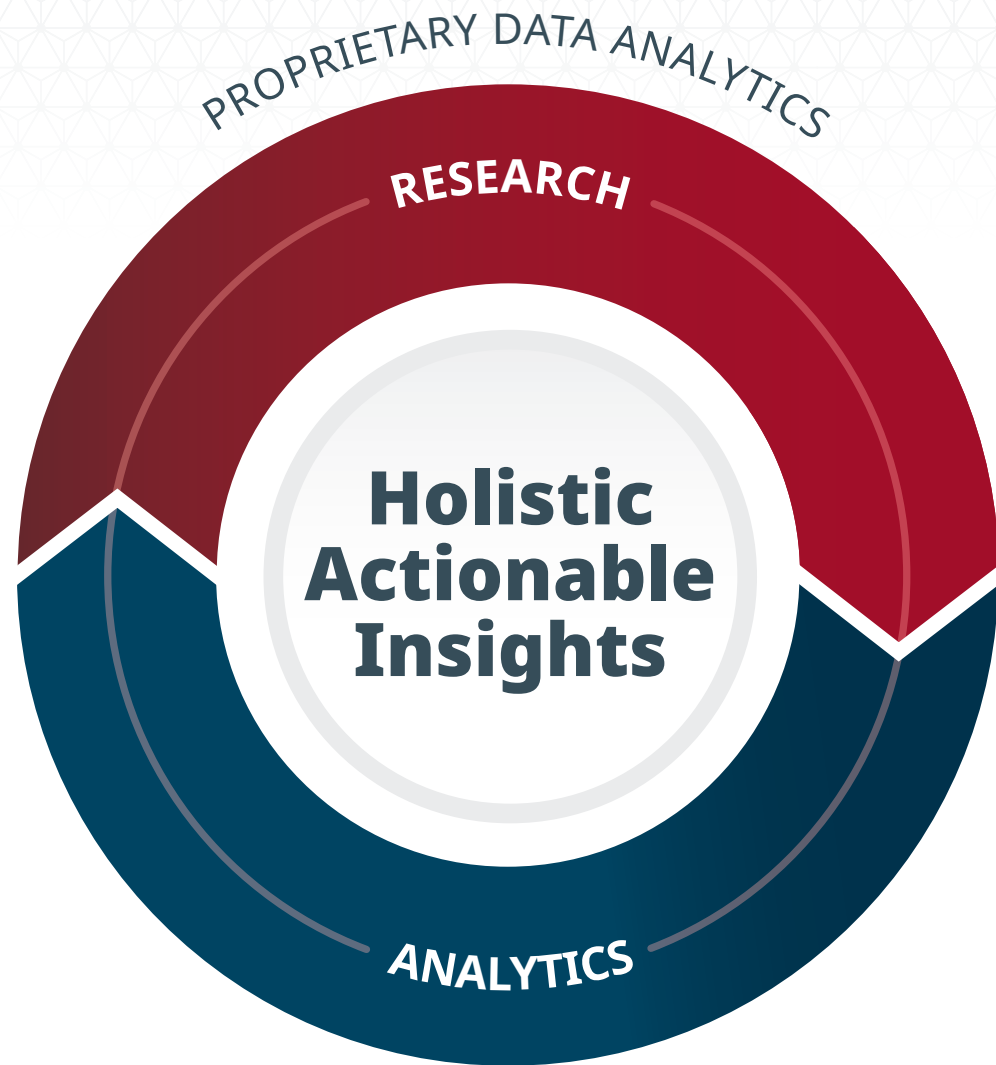
Gardner Intelligence applies industry best practices in **research** and **analytics** engagements, executed through six key stages:



“

The team came through at every stage of the project. They delivered on our needs and expectations where others were unwilling or not capable of doing so. I couldn't have asked for more in a research partner on this project.

Uday Yadati, Director of Corporate Strategy
HEWLETT PACKARD



Drive your business with holistic insights revealed through Gardner Intelligence's unparalleled integration of timely **research** among relevant segments, in-depth knowledge of manufacturing and expert **analysis** of data — yours, ours, industry and economic.

“

Understanding current manufacturing conditions as well as forecasting demand in the industry is crucial. I count on Gardner Intelligence's regular insights and they do not disappoint. The information they provide and the analysis behind it is just not available anywhere else.

Michele Walker, Business Development Leader
WALDMANN LIGHTING COMPANY

RESEARCH

Gardner Intelligence offers you the opportunity to find out exactly what you want, from exactly who you want. We can survey based on industry, job level, plant size, geographic region and more.



What **messaging** is most effective among my prospects?



How does the market view my brand **versus the competition?**



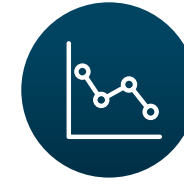
What **benefits** maximize the potential of my new initiative?



How is my target **buying and using** the types of products I supply?

ANALYTICS

Data should be as unique as your business. Our end-market analysis services allow you to see how the industries you serve are being affected by market factors. Find out everything you need to know to plan for the future and stay ahead of the trend line.



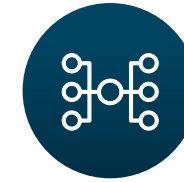
What are the **key indicators** of my revenue?



How is the market **projected** to change?



What is the **size** of my market?



What are the **relevant industries** for my business?



How do I effectively **benchmark** my business?

Available for Speaking **ENGAGEMENTS**

- Conferences
- Trade Shows
- Industry Presentations
- Sales Meetings
- Executive Team Meetings



Keeping a Pulse on **MANUFACTURING**

Gardner Intelligence has been developing and delivering market intelligence to industrial manufacturing for nearly 50 years. We offer a variety of ongoing resources to help you stay ahead of trends, giving you the edge for continued success.



Gardner Business Index

We survey more than 50,000 manufacturing facilities per month to create a diffusion index measuring month-to-month changes in activity in durable goods and discrete parts production.



Gardner Snapshot

Get a customized report containing only the information that you need and want to know. Keeping you informed about business activity in your geographic area, the end markets you serve and the type of manufacturing you do.



Monthly Updates

Chief Economist Michael Guckes provides insight into what's happening currently in manufacturing markets in a monthly blog post on [**gardnerintelligence.com**](https://gardnerintelligence.com)

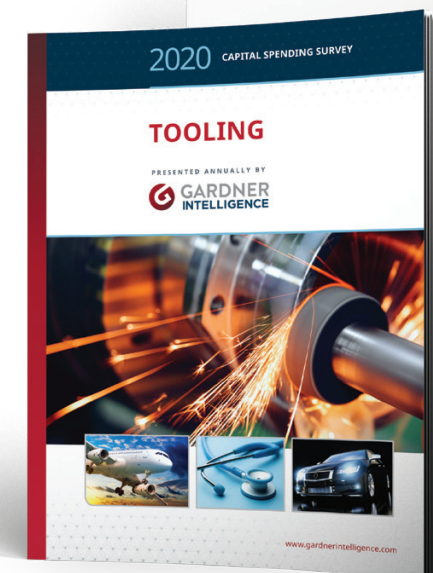
Industry REPORTS

We are constantly monitoring the manufacturing world. You can keep up to date on what's important with our proprietary reports and surveys:

- Capital Spending Survey
- Top Shops Reports
- World Machine Tool Survey
- Media Usage in Manufacturing Survey



PREPARED FOR



Get reliable information to make confident decisions.
gardnerintelligence.com

TELL US YOUR *Business Challenges.*

Get the information you need to stay competitive.
Gardner Intelligence can help you tackle complex business questions using a combination of research and consulting to define the best strategy for growth.



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