

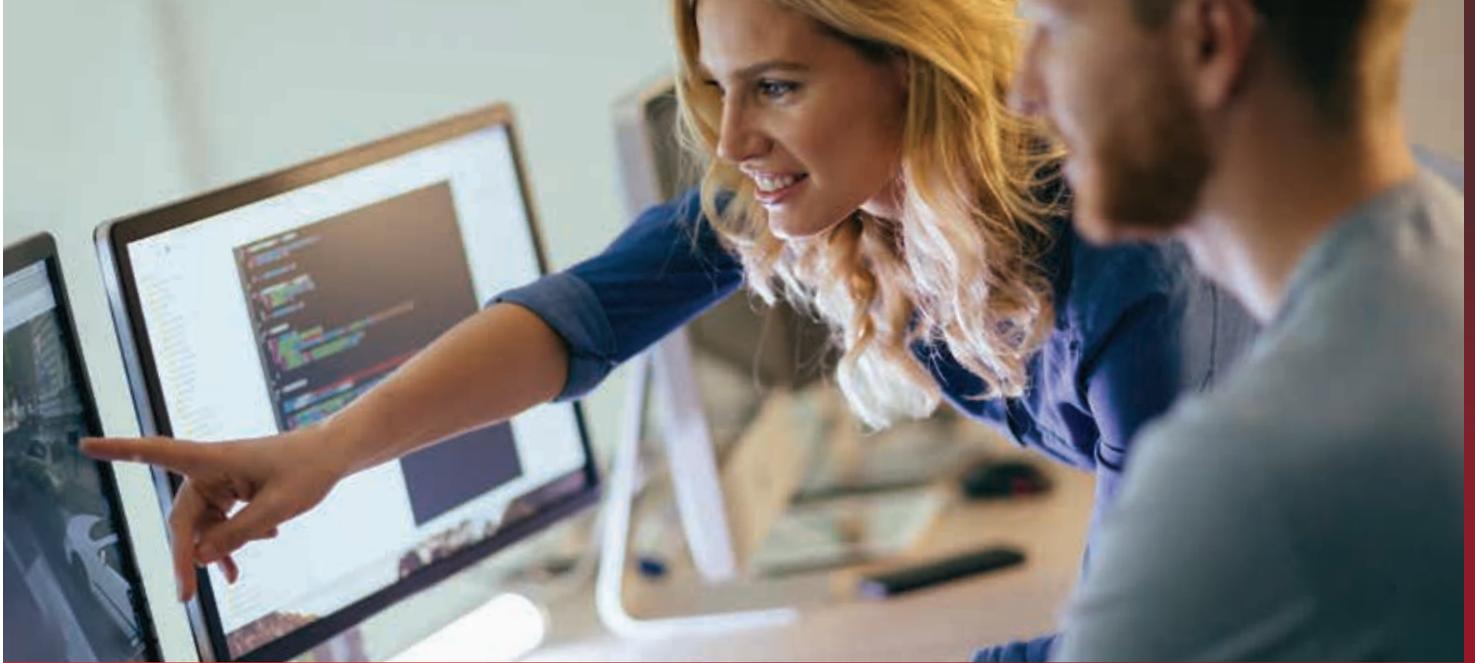


**GARDNER
INTELLIGENCE**

Custom Intelligence Programs

The Insight That Matters
Most to Your Business

gardnerintelligence.com



50 YEARS

of manufacturing intelligence

Gardner Intelligence has been developing and delivering market intelligence to industrial manufacturing for nearly 50 years.

338,195

manufacturing audience reach

We reach more than 100,000 manufacturing facilities every month, and are in direct communication with more than 300,000 manufacturing professionals.

Questions We Can Help You Answer

How large is your potential market?

What are your short and long term business expectations and why?

What 'works' and doesn't in your marketing?

What are the perceptions of your company vs. competition?

Does the market understand your technology?



Case Studies

Gardner Intelligence helps manufacturing companies learn, plan, and perform at higher levels.

OBJECTIVE: Machine builder considering entering a new-to -them market asked, 'what's the potential?'



KEY TAKEAWAY: Market was saturated and satisfied. Unless they can undercut current players on pricing without tradeoffs, consider something else!

OBJECTIVE: Advertiser changed their long-time messaging to the market; have brand perceptions changed as a result?



KEY TAKEAWAY: The needle moved little among the total market, but the target registered higher levels of the new messaging.

Call us to discuss your market understanding needs.



GARDNER INTELLIGENCE

Product Offerings



Market Research. Business Forecasting. Benchmarking.

Knowing how your clients and prospects are reacting to market trends, competition and your projects, will give you the edge you need to succeed. Whether you're a job shop, supplier or OEM, Gardner Intelligence offers all the tools you need to stay ahead of the trend line.

Custom surveys offer the opportunity to find out exactly what you want, from exactly who you want. Gardner Intelligence can create and distribute a survey based on industry, job level, plant size, geographic region and more.

Survey Services

	BASIC SURVEY	ENHANCED SURVEY	CUSTOM SURVEY
PRE-SURVEY			
Design	Client	GBI	GBI
Programming/Testing	X	X	X
Incentive Advice	X	X	X
Incentive Fulfillment	-	X	X
Audience Targeting (w/ client input)	-	-	X
SURVEY EXECUTION			
Respondent Invites	5,000/1 email	5,000/2 emails	Min. 2 emails
Social Media Posting	-	-	X
Guaranteed Minimum Responses	-	-	X
POST-SURVEY			
Raw Data	X	X	X
Results/Analysis	Excel	PowerPoint/ Webinar	PowerPoint/ Webinar
Cross-Reference Points	-	-	X
MINIMUM COST	\$5,000	\$10,000	\$25,000

Sign up for the free bi-monthly e-newsletter at gardnerintelligence.com

Custom Analytics Product Types

BASIC ANALYTICS

Gardner Intelligence will use filtering and statistical techniques with pre-existing data at our disposal to answer personalized questions

Starting at
\$10,000

BASIC ANALYTICS EXAMPLE PRODUCTS:

1 End-Market Comparison

“What major trends are occurring in given end-markets?”
Of the industries the client serve(s), which are growing their PP&E, CapEx, Revenues, R&D to Revenues Ratio, etc. faster/slower?

2 Historical Market Sizing

Gardner will use its experience in searching for esoteric data online to provide the best possible understanding of a market's size.

ENHANCED MODELING

Gardner will use modeling tools and techniques with data at our disposal to answer forward-looking questions

Starting at
\$25,000

ENHANCED ANALYTICS EXAMPLE PRODUCTS

1 Equipment Forecasts

If historical data is available or provided for a given equipment type, Gardner Intelligence will build a forecast model that seeks to determine which macro-economic and Gardner Business Index variables are predictive of the desired target entity. This will use the Intelligence's team pre-developed customized modeling tools.

2 Revenue Forecasts

Gardner Intelligence will use one or several of its databases to forecast revenues or other critical metrics

- Build forecasts of client's financial data using proprietary databases or other secondary data.
- Gardner can use a client's order book and combine it with charts data to more precisely forecast revenues.

3 Industry Forecasts

Build forecasts of client's industry data using YCS/GBI databases.

CUSTOM RESEARCH

Gardner will use a combination of modeling, statistical, and survey research tools and techniques to build a combined proprietary and secondary data database to answer customized questions. This may result in a custom survey, custom software or both.

Starting at
\$50,000



GARDNER INTELLIGENCE

"We are Committed to Data"



Gardner Intelligence combines skilled macroeconomic analysis with deep and detailed knowledge of durable goods manufacturing. We use econometric modeling and statistical analysis to bring all those trends down to the level of a manufacturer.

More than numbers.



36

**Years of
Historical Data**

Whether you're a manufacturer, an industrial supplier of equipment or finance professional, we provide deep, rich, actionable insights about durable goods manufacturing.

11

**Earned
Degrees**

Skilled and flexible with focuses on economics, business, math, psychology and more, our team is capable of finding the right solution for your company.

7

**Host
Countries**

Our data reach is world-wide. If your business is too, then we can show you how you're doing where you are, where you need to be and how to get there.

1

**Focus:
Manufacturing**

We have invested heavily in people and infrastructure to ensure your insights are delivered accurately, quickly and securely.

OVER **80** YEARS of combined data experience.

Contact our team, call 513-527-8800

or email: skline@gardnerweb.com

STEVEN KLINE, JR.
Chief Data Officer

Steven Kline, Jr. has been providing financial analysis and economic forecasts for Gardner since 2005. While he has a degree in civil engineering from Vanderbilt University and a MBA with an emphasis on finance from the University of Cincinnati, Steven views forecasting as more of an art than a science. Therefore, his analysis focuses on trends between different data sets to determine where the economy (and, more importantly, industrial manufacturing) may be headed.



JAN SCHAFFER
Director of Market Research

Jan has expertise in primary, secondary, quantitative and qualitative research and analysis. She spent 15 years at Procter & Gamble where she led market research for a number of brands as well as the global media department. Her business knowledge and skills were broadened working with a variety of clients as a research consultant and for research suppliers. Jan received a BA in Psychology from Purdue University and an MBA from Indiana University.



MICHAEL GUCKES
Chief Economist

Michael has 15 years of experience in forecasting and modeling using advanced statistical techniques. He has successfully applied his expertise at multi-billion dollar companies in the construction, banking and insurance fields. Michael received his BA in Economics and Political Science from Kenyon College and his MBA from The Ohio State University.



BRIAN PALMER
Director of Data Science

Dr. Palmer earned his Ph.D. in Biophysics and Masters in Biostatistics from The Ohio State University and has been building cutting-edge statistical models for nearly 20 years. Before joining Gardner Intelligence, Dr. Palmer helped guide one of the country's largest banks by employing leading-edge financial modeling and forecasting as mandated by the Federal Reserve following the financial crisis.



WILL THACKERY
Data Visualization Specialist

Will received his BS in mathematics in 2016 from Centre College, where he also studied glassblowing, computer science, and economics. He is a new addition to the team, and looks forward to using his experience as an analyst at Maxymiser to contribute to Gardner.



MIKE SHIRK
Market Research Associate

Mike received a BA in Public & Urban Affairs from Virginia Tech, focusing on demographic analysis and geographic information systems. He has diverse experiences in market research, databases and project management garnered from industries spanning real estate development to parks and recreation. Mike is narrowing his focus and applying these cultivated skills with Gardner Intelligence.

