



Information is our forte

Practice Area Profile



Cadence Group draws on more than 20 years of experience in library science, information architecture, and technology solutions to help clients get information to people who need it the most.



GSA Contract Holder

Benefits

- ▶ Quickly receive accurate, reliable research results without company-wide contracts or long-term commitments
- ▶ Keep overhead costs down while increasing productivity for you and your staff
- ▶ Gain access to content you might not find on your own – while you are tending to more critical issues
- ▶ Extend your Research Department with virtual staff of skilled, credentialed professionals

Information Challenge

Business information doubles every 11 hours according to an MIT study, making it an ongoing challenge to find just the information you need.

Yet, in the face of this information explosion, many companies have cut back their in-house research resources. For this and other reasons your workload may sometimes be too heavy to handle a new research project and still meet other deadlines. How can you quickly find the information you need without impacting other business priorities?

Cadence Group Solution

Cadence Group® is a seasoned research and information management (IM) firm that offers an on-demand research site to fill this need. The site, www.cg-research.com, enables businesses, government agencies, and individuals to submit research requests and make secure payments over the web.

www.cg-research.com

This convenient, on-demand site gives you ready access to professional researchers, quick turnaround on your research requests, and concise, easy-to-read results *without long-term commitments* or organization-wide contracts.

Backed by the Cadence Group team of highly skilled researchers and competitive intelligence consultants, [cg-research.com](http://www.cg-research.com) can find and aggregate information that might take you much longer to accomplish. And, because you may not know exactly where to look or may not have access to specialized sources, you might not find what you need yet spend a lot of time looking.

Even if you have an in-house research staff, you may not get the turnaround needed due to a backlog of scheduled projects. At [cg-research.com](http://www.cg-research.com), we treat your requests with top priority. As a result, you get valuable information filtered from reliable sources usually within 24 to 48 hours while you tend to core business issues.

Think of it as adding an on-demand skilled researcher to your staff without adding overhead. Use as much or as little as you need – when you need it.

Service Options

With [cg-research.com](http://www.cg-research.com), you have the choice of an hourly or flat fee rate structure. We also offer Member Options for clients with ongoing research demands.

Standard On-Demand Research

By submitting an online request form and using a secure payment method, you can easily pose your research question. In return, you receive a Research Request Response (R3) Report that includes research results, information sources, and recommendations for further research.

Our expert researchers mine public information using their specialized knowledge to search the World Wide Web, including the “invisible web,” as well as fee-based services such as Factiva, LexisNexis, Profound, Forrester, and Dialog. All requests are handled in a confidential and professional manner. Key features include:

- ▶ Up to a day of a skilled researcher's time for research and aggregation of the results
- ▶ R3 Report with research results highlighted and summarized
- ▶ Turnaround time in typically 24 to 48 hours
- ▶ Prepayment online using client's Visa or MasterCard
- ▶ Hourly or flat fee
(See www.cg-research.com for current pricing.)

Premium On-Demand Research

Premium On-Demand Research is designed for more in-depth, detailed research and analysis situations that require more than a day's worth of research.

In addition to using the web and fee-based services, Cadence Group researchers also use

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industry analysts' reports and reports from leading market research firms as authorized by the client.

When necessary, Cadence Group also elicits unpublished information from primary sources, analyzes the intelligence, and draws conclusions. Key features include:

- ▶ Individually-priced research for more in-depth research requests
- ▶ Client-defined deliverables, including but not limited to, PowerPoint presentations, Excel spreadsheets, charts, and graphs
- ▶ Turnaround time that varies based on scope of project
- ▶ Initial payment required (online using client's Visa or MasterCard) with client-defined maximums for total cost. (See www.cg-research.com for current pricing.)

Member Options

Member Options give clients who have ongoing research demands an economical way to submit regular research requests online based on pre-paid contractual agreements. You may choose Standard, Extended, or Premium Retainers as well as Custom Agreements, which can be made upon request to meet specific needs.

By committing to a specified number of hours per month, you gain discounted hourly rates, ensuring dedicated services at the best possible price.

For specifics on retainer hours and rates, please contact Cadence Group by phone or by e-mail.

It's as Easy as 1-2-3

1. Enter your request on the Research Request form. For example:
 - ▶ **Standard Request** — "Please send me information about partnerships between public and private organizations."
 - ▶ **Premium Request** — "I would like a general overview of Halliburton with detailed financials, including related materials as well as a SWOT analysis. Summarize the key points in a PowerPoint presentation."

2. Submit your credit card information on our secure site.
3. Receive your R3 Report for a Standard Request or your R3 Report and supplemental materials for a Premium Request.

Benefits

With cg-research.com, you receive accurate, reliable research results without increasing your staff headcount or going through your company's contract approval process for each research request.

This keeps overhead costs down while increasing productivity for you and your staff. And, you gain access to content you might not find on your own — while you are tending to more critical issues.

About Cadence Group

Cadence Group, a woman-owned research and information management firm, helps clients acquire, organize, and disseminate information tailored specifically to their needs.

Among the firm's clients are telecommunications, biomedical, financial, and retail companies, airlines, law firms, and federal and state agencies — who use its services to get valuable information to the people who need it the most.

In addition, Cadence Group provides competitive intelligence services, which enable decision makers to quickly respond to new opportunities and threats.

For More Information

To find out more about our on-demand research services or to submit a Research Request, please visit www.cg-research.com.

You may also contact Cadence Group at 404-874-0544, ext.113 or by e-mail at info@cadence-group.com.