



Turn undisclosed or difficult-to-uncover information into clear and actionable intelligence crucial to effective decision making and risk management.

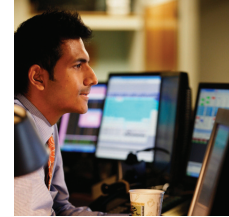
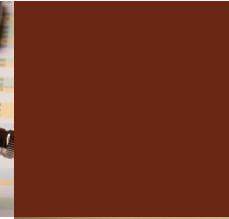
Integral to many services our clients require – from corporate due diligence and risk assessments to executive protection and strategic background screening – is the science of developing accurate, relevant and actionable intelligence.

Hillard Heintze's highly trained investigators, intelligence specialists, law enforcement experts and research analysts help companies, investors and law firms obtain intelligence vital to advancing their strategic objectives.



[www.hillardheintze.com](http://www.hillardheintze.com)

## BUSINESS INTELLIGENCE AND RESEARCH SERVICES



- **Earlier identification of critical issues material to an impending contract, investment or new relationship**
- **Timely insights into untapped or under-served markets and business opportunities**
- **Clearer historical, current and predictive views of a market, competitor or business**
- **Improved risk management and strategic decision making**

### SCOPE OF SERVICES

#### Market Intelligence

Detailed identification and analysis of market trends, characteristics, conditions, opportunities and risks. Range of inquiry includes factors such as market size and segmentation; competitive environment; regulatory trends; current and emerging consumer needs, preferences, attitudes and behaviors; supply chain and distribution channels; degree of political influence and control; and trends likely to impact the market in the future.

#### Competitive Intelligence

Detailed identification and analysis of competitors and their strategic positioning in key markets. Range of inquiry includes factors such as future goals; current strategies, operations and capabilities; major customers, suppliers and partners; political relationships and sources of government funding and support; long-term market prospects; and reasons behind changes in strategy. Tactical intelligence gathering can include factors such as sales, pricing and discount policies and practices; hiring plans and talent acquisition objectives and priorities; and terms or conditions of sale. When contracts, deals or disputes are involved, scope can include track record of shareholder value creation or destruction; undisclosed liabilities or conflicts of interest; and unsavory business or political associations.

CLIENTS WHO TURN TO US FOR BUSINESS INTELLIGENCE AND RESEARCH SERVICES

- Senior Business Leaders and Executive Management Teams
- CFOs and Strategic Financial Planners
- Strategy Committees and M&A Teams
- Law Firms and General Counsel
- Investment Banks, Private Equity Groups and Hedge Funds
- Industry Associations, Lobbyists and Advocacy Groups

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