

## ***Business Intelligence***

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How can I make my workplace safer?  
 Is my marketing message getting through?  
 What are the barriers to employee productivity in my company?  
 How can I keep my customers from defecting to my competitors?

For over a decade we have provided our clients with insightful, solution-oriented research on complex questions like these. Pairing solid analytical expertise with cutting edge technology, we will design and implement a research plan to address your critical business issues.

Once the numbers are in and the analysis is done, we will partner with you to develop an action plan to leverage your new-found intelligence.

In the words of one long-term client: "I don't have much use for consultants. Usually, by the time I get them to do what I want done, it would have been easier to do it myself. AdGap is different. You didn't just offer me off-the-shelf, boilerplate solutions. You found solutions unique to our company, not just a rehash of work you had done for previous clients."

AdGap Business Intelligence. We extract meaning--not just statistics.



### ***Clients include:***

Consolidated Freightways  
 Eastman Kodak  
 GE  
 Hewlett-Packard Company  
 Intel  
 IBM

Platinum Technologies  
 Rhone-Poulenc  
 Sears  
 Sunoco  
 Xerox

**“It is a capital mistake  
 to theorize before  
 one has data.”**

**— Sir Arthur Conan Doyle**