



SIS CONSULTING PRACTICE

Strategic Intelligence for Global Business

Four decades of expert, primary research combined with advanced intelligence technology to deliver strategic consulting grounded in original fieldwork – not analyst reports or secondhand data. Every recommendation is backed by actual research conducted by SIS.

CONSULTING SERVICES

Competitive Intelligence

Competitor profiles & positioning from primary research, fieldwork & proprietary data.

Market Forecasting

Forward-looking projections on proprietary data, economic indicators & trend analysis.

A/B Testing

Statistically rigorous testing for products, messaging, packaging & pricing.

Market Expansion

Market entry assessments, opportunity sizing & regulatory reviews across 135+ countries.

Go-to-Market Strategy

Target profiling, channel strategy & messaging grounded in actual market data.

AI Transformation

Readiness assessments, roadmaps & competitive AI benchmarking.

Price Elasticity

Conjoint analysis, Van Westendorp & Gabor-Granger to optimize pricing strategies.

M&A Due Diligence

Independent research-backed validation for PE firms, banks & corporate teams.

Predictive Analytics

Anticipate market shifts with models on the largest proprietary research databases.

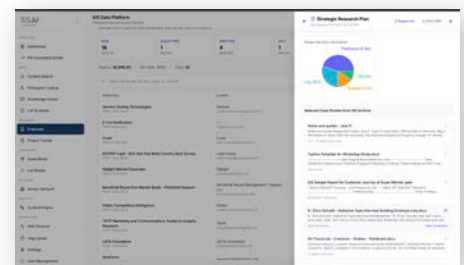
WHY SIS CONSULTING?

Fieldwork, not desk research. Every recommendation backed by studies SIS conducted in actual markets.

Ground truth intelligence. Interviews with real participants, surveys with real buyers, real market observations.

Global reach, local depth. Partners & offices across Asia, Europe, Americas & Middle East – 135 countries.

Trusted by leaders. Fortune 500 companies, PE firms, consulting firms & government agencies worldwide.



**Price based
on project
specifications**

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Integration of your internal data into the Knowledge Center is priced separately.

