

Why Cipher?

With many years of combined experience, Cipher consultants deliver strategic research and analysis services across industries and have worked on projects supporting decision makers in a number of geographies. Key clients include Fortune 500 organizations in the Consumer Goods, Telecom & Cable, Life Sciences (e.g., Healthcare, Biotechnology, Medical Device Manufacturers), Specialty Chemicals and Energy industries.

You too should consider using Cipher if...

Top Ten Reasons

You are repositioning your business and want to identify new market opportunities. We help you identify new markets by compiling a target profile that includes market size, projected growth rates, competitive landscape overview and profitability assessment of selected sectors.

You are searching for potential direct investment opportunities or acquisition candidates. Based on time-tested research methodologies, we will provide you with a short list of potential acquisition candidates matching your selection criteria.

You are gathering business intelligence to launch a new sales campaign. Using a direct interview approach, we will objectively assess the key sales arguments of your leading competitors, the characteristics of their offerings and their sales organization.

You are benchmarking the strengths and weaknesses of your competitors. Using information gathered through primary research, our analysts help you assess the financial state, cost structure, manufacturing capabilities and other vital traits of your competitors – both public and private.

You are tracking emerging technologies and assessing their impact on your markets. Cipher's consulting team includes technical experts across key industries that can provide unpublished information on emerging technologies that are critical to your organization's strategic growth paths. Our global network of key opinion leaders validates the results.



Make better decisions today – take advantage of Cipher's experience. We have access to the details you need.

Cipher has been in business since 1996 serving some of the most prestigious Fortune 500 organizations across industries

Award-winning technology and proven processes

Expert network including global contacts and key industry influencers

Top Ten Reasons



You are evaluating the effectiveness of your internal business intelligence capabilities. Using a proven diagnostic process we help you assess the effectiveness of your current intelligence capabilities. We identify skill, resource and technology gaps and give recommendations to improve all functions including collection, analysis and reporting.

You are creating or expanding your corporate intelligence function and are looking for external support. Cipher is the only full service corporate intelligence consultancy ready to provide total decision support. We can provide collection and analysis services, create executive-ready deliverables and back it all with award-winning technology.

You are setting up an internal market intelligence function. We can help you implement an effective in-house market intelligence function that is capable of quickly and effectively tracking, analyzing and reporting critical market intelligence information to support tactical and strategic decisions throughout your organization.

You need to convert a large number of hard copy documents into actionable intelligence. We can help you prepare, scan, and index large volumes of hard copy data into a searchable, relational database. Our web developers will design and implement an intuitive interface that gives users 24x7 access via the web.

You want to improve your existing business intelligence infrastructure. With more than 60 technology solutions already implemented worldwide, we are uniquely positioned to help you identify, select and integrate targeted technologies to improve your existing market intelligence system.

The Bottom Line

Cipher delivers the information you need to make better decisions and stay ahead of your competition. Let's discuss the possibilities. Contact us today.

Custom Research
Acquisition Due Diligence
Competitor Profiles
Customer Account Auditing
Expert Identification
Product Positioning
Manufacturing Assessments
Market & Industry Audits
Scenario Planning

*Client references and
 past project details
 available upon request*

*Headquarters:
 2200 Defense Hwy
 Suite 400
 Crofton, MD
 21114*