

## How IBISWorld Helps SBDCs

“IBISWorld has had a profound impact on the North Texas SBDC Network and has demonstrated an outstanding return on our investment. Our business advisors have increased their productivity by utilizing this tool to provide valuable industry research on over 1300 industries to our small business clients. That is why IBISWorld’s Industry Level Research Database is quickly becoming the one ‘must have’ resource that SBDCs can’t live without.”

- Katrina Wade-Miller, Associate Director, North Texas SBDC Network

### Our Clients Report How We Help SBDCs:

- Promote Businesses’ Growth & Expansion
- Facilitate More Business Start-ups
- Create More Local Jobs
- Help Small Businesses Obtain Loans

#### Get Better Research, Faster

Increase the efficiency and value-add of each counselor by having access to complete industry analysis at the click of a mouse. You will be able to provide expert consulting as a trusted advisor, build stronger business plans and serve more clients in less time. If you’re in a hurry, IBISWorld’s four-page iExpert Industry Summaries will help you prepare quickly for client meetings.

#### Support Local Businesses

Counsel clients on the risks, opportunities, key success factors, external sensitivities and additional products and services that will help them grow their businesses.

#### Benchmark Best Practices

Compare key industry performance and operational metric averages to those of your clients, including industry cost structures, revenue and growth (past and future), wages and revenue per employee.

#### Help Small Businesses Obtain Loans

“Each SBDC has economic development goals for getting banks to extend commercial loans to our small business

clients. Leveraging our access to the sophisticated industry-level research IBISWorld provides goes a long way toward establishing a level of credibility with the banks, thereby helping us get more loans approved—sometimes with much less effort.”

- Don Proudfoot, Director, Tyler SBDC

#### Full Supply Chain and Sensitivity Analysis

Assist your clients with analysis of the up- and downstream industries that affect their business environments, as well as the key macroeconomic factors that most impact their industries.

#### Strengthen and Expand Local Funding Resources

“IBISWorld can be a valuable resource to help strengthen and expand local funding relationships. With constraints and reductions in state and local funding, it is more important than ever to develop funding resources among our municipalities, Chambers of Commerce and EDCs. IBISWorld information adds value to our partner and stakeholder interactions.”

- Tim Wilson, Director

# How IBISWorld Helps SBDCs

## About IBISWorld Inc.

Recognized as the nation's most trusted independent source of industry and market research, IBISWorld offers a comprehensive database of unique information and analysis on every US industry. With an extensive online portfolio, valued for its depth and scope, the company equips clients with the insight necessary to make better business decisions. Headquartered in Los Angeles, IBISWorld serves a range of business, professional service and government organizations through more than 10 locations worldwide. For more information, visit [www.ibisworld.com](http://www.ibisworld.com) or call 1-800-330-3772.

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## IBISWorld Reports Industry Research Reports on 1300 Industries

IBISWorld publishes the world's largest collection of US industry reports—including 700 NAICS (North American Industry Classification System) industries at the 5-digit level, and over 600 "Specialty" reports on niche & emerging industries. IBISWorld's granular report format is consistent across the collection, and reports are updated 2-3 times per year on average. Each 35-45 page industry report features historical and forecasted revenue data; key statistics; operating strengths and weaknesses; analysis of external drivers; key success factors; the competitive landscape and major players; industry profit and costs benchmarks, and supply chain linkages.

## iExpert Summary Reports on 700 NAICS Industries

These 4-page summary reports provide the perfect snapshot to quickly get up to speed on industry conditions, prepare for client meetings, and educate your clients on the questions that banking relationship managers ask prior to extending business loans. The iExpert summaries allow you to quickly provide quality counseling to every client.

## Industry Risk Reports on 700 NAICS Industries

These 15-page reports include quantitative industry risk scores, along with qualitative industry risk analysis. They are 12-18 months "forward looking" in nature, and consider how structural,

growth, and external sensitivity risks will be affecting an industry. Not only will these help you mitigate your clients' risks, they are a great asset in preparing small businesses for loan interviews. IBISWorld's unbiased information is used to convince banks that the company you are working with is worthy of credit, and at the best terms possible.

## Business Environment Profiles

The business weather reports on 200 of the most important macroeconomic, demographic, and consumer behavior indicators that impact US industry. These reports contain historical data going back 15 to 40 years, and forecasts for the next five years, complete with analysis.

## Value-Added Services

In addition to the aforementioned products, our clients enjoy the following value-added services as part of our ongoing relationship.

### Client Relationship Manager

A dedicated Client Relationship Manager (CRM) is available to manage your day-to-day needs, ensuring that you get the maximum value from our products.

### Training and Demonstrations

Training sessions are conducted via webinar, and presentations are available for download (ask your CRM for details).

### Media Center

Complimentary access to our monthly newsletter, thought leadership articles and Special Reports allow you to stay ahead of the news.

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At IBISWorld we know that industry intelligence is more than assembling facts. It is combining data with analysis to answer the questions that successful businesses ask.

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Identify high growth, emerging and shrinking markets

Arm yourself with the latest industry intelligence

Assess competitive threats from existing and new entrants

Benchmark your performance against the competition

Make speedy market-ready, profit-maximizing decisions

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#### Who is IBISWorld?

We are strategists, analysts, researchers and marketers. We provide answers to information-hungry, time-poor businesses. Our goal is to give you the real-world answers that matter to your business in our 700 US industry reports. When tough strategic, budget, sales and marketing decisions need to be made, our suite of Industry and Risk intelligence products give you deeply researched answers quickly.

#### IBISWorld Membership

IBISWorld offers tailored membership packages to meet your needs. Join and become an industry expert!

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