

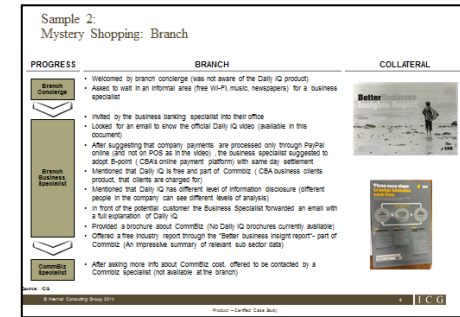
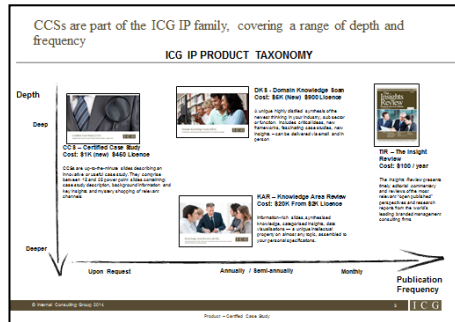
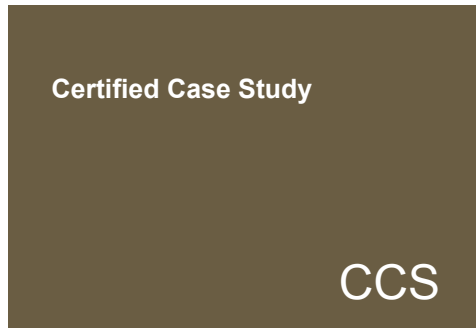


Certified Case Study (CCS)

Information-rich slides describing a breakthrough case study



Certified Case Study (CCS)



Certified Case Study

Prices:

AUD \$750

(Global License)

AUD \$450

(Country / Internal Team License, PPT file)

AUD \$250

(Internal Team License, PDF)

Certified Case Studies (CCS) are a document containing information rich slides which comprehensively describe an important case study in the world of management that are certified by ICG to be based on publically and externally sourced information only.

CCS's are a unique intellectual property for clients wanting to be across the latest developments in their industry. They comprise over 20 pages of power point slides that contain:

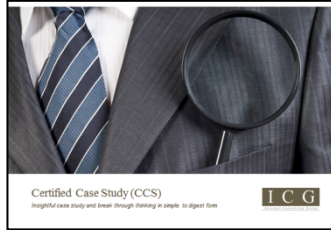
- Case study description, including background information and key insights
- Where relevant, mystery shopping experience, describing the real life experience of approaching the case study company and understanding the proposition through relevant channels
- Certification by ICG that all information is verified as accurate at time of publication and no information was obtained as part of any engagement ICG may or may not have with that client
- Break through thinking in simple to digest form to provide the very best understanding of an insightful case study such as a new product launch
- CCSs are a companion resource to our monthly global periodical The Insights Review (TIR), deeper full dives on a specific topic – our Knowledge Area Reviews (KAR) and DKS – unique highly distilled synthesis of the newest thinking in an industry, sub sector or function.

CCSs are part of the ICG IP family, covering a range of depth and frequency

ICG IP PRODUCT TAXONOMY

Depth

Deep



CCS – Certified Case Study
Cost: \$1K (new) \$450 Licence

CCSs are up-to-the-minute slides describing an innovative or useful case study. They comprise between 15 and 25 power point slides containing: case study description, background information and key insights and mystery shopping of relevant channels



DKS - Domain Knowledge Scan
Cost: \$5K (New) \$900 Licence

A unique highly distilled synthesis of the newest thinking in your industry, sub sector or function. Includes critical ideas, new frameworks, fascinating case studies, new insights – can be delivered via email and in person



KAR – Knowledge Area Review
Cost: \$20K From \$2K Licence

Information-rich slides, synthesised knowledge, categorised insights, data visualisations — a unique intellectual property on almost any topic, assembled to your personal specifications.



TIR – The Insight Review
Cost: \$100 / year

The Insights Review presents timely editorial commentary and reviews of the most relevant “open published” perspectives and research reports from the world’s leading branded management consulting firms

Deeper


Upon Request

Annually / Semi-annually

Monthly

Publication Frequency

Sample 1: Agenda



Section	Component	Description
1	Overview	<ul style="list-style-type: none">• Daily IQ - What is it?• Why the Daily IQ is an ICG Certified Case Study
2	Context	<ul style="list-style-type: none">• How does it fit into the Business Model• Global market (peers and substitutes)
3	Detailed Description	<ul style="list-style-type: none">• Three core areas where Daily IQ helps SMEs• Mystery Shopping
3	Relevant Media	<ul style="list-style-type: none">• Media coverage and relevant quotes
4	Marketing Collateral and Brochure ware	<ul style="list-style-type: none">• iPad screenshots• FAQ session• User guide
5	Appendix	<ul style="list-style-type: none">• Other ICG source of insights

Sample 2: Mystery Shopping: Branch



Commonwealth Bank

PROGRESS

BRANCH

COLLATERAL

Branch Concierge

- Welcomed by branch concierge (was not aware of the Daily IQ product)
- Asked to wait in an informal area (free Wi-Fi, music, newspapers) for a business specialist



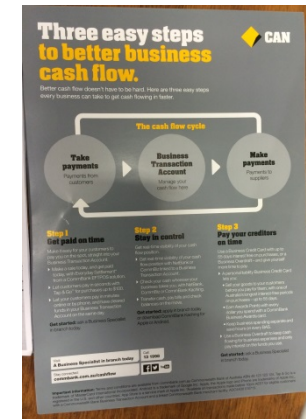
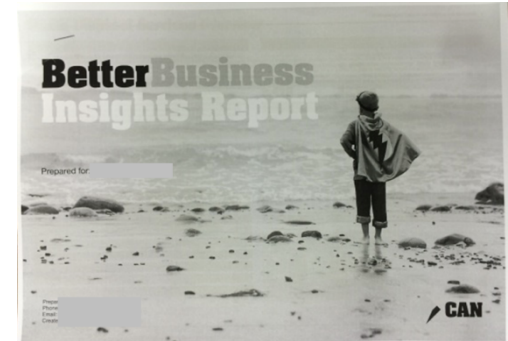
Branch Business Specialist

- Invited by the business banking specialist into their office
- Looked for an email to show the official Daily IQ video (available in this document)
- After suggesting that company payments are processed only through PayPal online (and not on POS as in the video), the business specialist suggested to adopt B-point (CBA's online payment platform) with same day settlement
- Mentioned that Daily IQ is free and part of Commbiz (CBA business clients product, that clients are charged for)
- Mentioned that Daily IQ has different level of information disclosure (different people in the company can see different levels of analysis)
- In front of the potential customer the Business Specialist forwarded an email with a full explanation of Daily IQ
- Provided a brochure about CommBiz (No Daily IQ brochures currently available)
- Offered a free industry report through the "Better business insight report" - part of Commbiz (An impressive summary of relevant sub sector data)



CommBiz Specialist

- After asking more info about CommBiz cost, offered to be contacted by a CommBiz specialist (not available at the branch)



Source: ICG

Sample 3: Quotes from the Press



CommonwealthBank

QUOTES

"Business analytics have often been the domain of larger companies, due to the investment involved in accessing multiple data sources. Now with Daily IQ, all businesses can have access to tailored insights in one convenient location"

Gary Roach, Acting Executive General Manager Corporate Banking Solutions, Commonwealth Bank

ComputerWorld, 17th March 2014

"Advanced analytics can help businesses gain valuable insights to better manage sales and inventory and provide new intelligence on where savings and growth can be achieved"

Michael Harte, CIO, Commonwealth Bank
Sydney Morning Herald, March 17th

"With approximately 40 per cent of Australia's consumer transactions going through our systems every day, only CommBank has the volume of data required to provide the depth of insights contained in Daily IQ. However, what's more important is helping customers understand the story the data is telling. As a result, the interactive nature and visual interpretation of the data enables customers to quickly and easily understand what it means for their business"

Gary Roach, Acting Executive General Manager Corporate Banking Solutions, Commonwealth Bank

Commonwealth Bank Press release, 17th march 2014

Source: [Sydney Morning Herald, March 17th](#); [CBA Press release, March 17th](#); [Australian Financial Review, March 17th](#)

Sample 4: Growth Strategy



- Rakuten started expanding outside Japan from 2005, mainly through takeovers and joint ventures.
- Assisting this process was Mikitani's global vision of Internet culture, which transcended traditional and prevailing views of Japanese business culture. This position often placed Mikitani at odds with the Japanese business establishment
- In a surprising move which had bold ramifications for the company, Mikitani instantiated English as the official corporate language of Rakuten in 2010, as part of his global expansion plans.

“In order to become successful in other countries, we need to have a global mindset. Japanese companies have been very homogenous. Because of the lack of ability to speak English, Japanese companies have remained largely focused on Japan.”



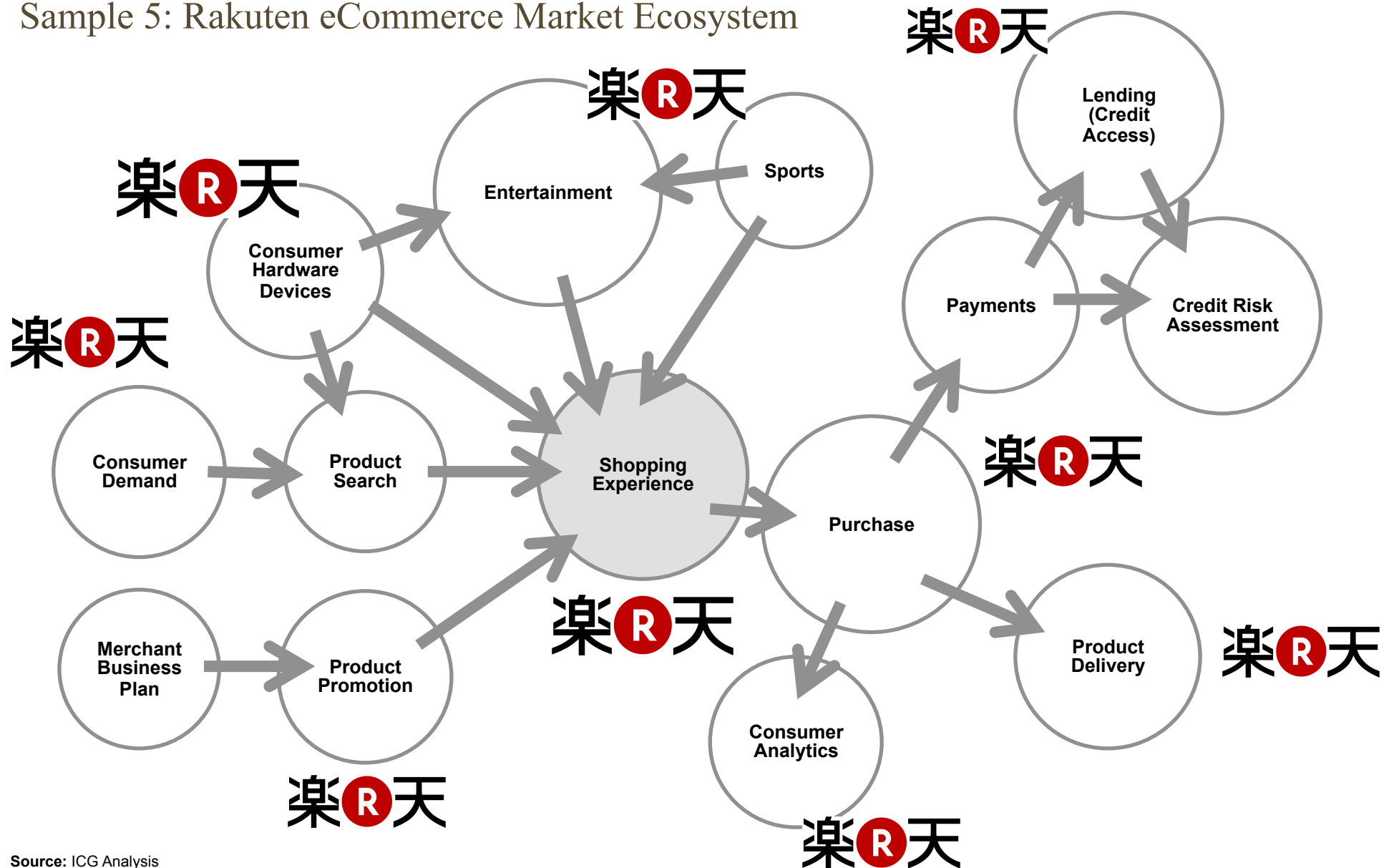
WHEN Hiroshi Mikitani, one of Japan's most successful entrepreneurs and richest men, considered leaving Japan's prestigious business association, Keidanren, he [announced it via Twitter](#)—symbolically bypassing the old guard. This morning he followed it up by sending the group a formal letter of resignation.

"This is not what I should belong to. I am doing business to drive Japan to new Japan, and they want to protect old Japan. So I felt that for fundamental issues, I don't share the values of the current Keidanren," he said in a telephone interview. Mr Mikitani is the founder and chief executive of Rakuten, an innovative retailer and by now an established household name in Japan. "Rakuten is a very value-oriented company, and we challenge many things," he says. "If they were trivial issues, I could live with it. But if it is a fundamental philosophical difference, I don't think it's right to stay there."

Source: <http://dld.tumblr.com/post/16402485360/the-secrets-of-a-huge-success>

Source: <http://www.economist.com/blogs/banyan/2011/06/new-japan-v-old-japan>

Sample 5: Rakuten eCommerce Market Ecosystem



Source: ICG Analysis



Internal Consulting Group

Email enquiries@internalconsulting.com or
visit our website at www.internalconsulting.com