

## Quick Facts

### Who is AIM?

A global business intelligence firm dedicated to serving clients for over 30 years.

### Core Strategy:

To provide objective, exceptional quality information and analysis to our clients.

### Innovative Approach:

Our proven approach combines the skills of our expert researchers, who utilize best in class global resources, combined with innovative tools developed by our IT professionals.

### Corporate Headquarters:

204 W. Wackerly  
Midland, Michigan 48640  
[www.allisinfo.com](http://www.allisinfo.com)  
(989) 835-5811

### Executive Leadership:

Sue LaBonville, President  
Anne Herron, Vice President  
Sandy Warner, Vice President

### Management:

Sara Eardley, Director of Research  
Matthew O'Connor, Director of Business Intelligence

### Primary Services:

Business Intelligence Research & Analysis  
Media/Issues Monitoring & Analysis

### Global Clients Include:

Fortune 500 Companies  
Public Relations Firms  
Foundations & Institutes  
Trade Associations  
Fraud Investigators

### Members of SCIP, SLA, AFIO, PDMA



## Selected Industry Expertise

Agriculture  
Alternative Energy  
Biotechnology  
Chemicals  
Consumer Goods  
Energy  
Food/Nutrition  
Health/Beauty/Personal Care  
Information Technology/Electronics  
Environmental Health & Safety Issues  
Government and Regulatory Monitoring  
Pharmaceuticals/Healthcare

## Core Service Offerings

### Business Intelligence Research & Analysis

- Competitive intelligence
- Market & sales intelligence
- Early warning systems
- Scientific & technical research
- Relationship & technology mapping
- Company & executive profiling
- Opportunity/threat research
- Counterintelligence research & training

### Media/Issues Research & Analysis

- Monitor and analyze media activity
- Identify and monitor advocacy groups & stakeholders
- Validate product or market vulnerabilities
- Assist crisis management teams & war rooms
- Reputation & perception research

### Customized & Innovative Delivery

- Interactive alert systems
- Analytical databases
- Strategic & technical mapping
- Profiles, reports, & newsletters

## Client Testimonials

*"Our project {with AIM} was a phenomenal success, and we received additional funding as a result of this collaboration." Siew Neo, Competitive Intelligence Manager, Medtronic Corp.*

*"Without question, this dynamic group of information researchers and analysts are among the finest in the world. Their geographical scope is not limited to the U.S. They are, in fact skilled in seeking out the required data no matter where in the world it might reside." Thomas Lane Ph.D., FRSC, Senior Scientist, Dow Corning Corporation*

*"PhRMA has been extraordinarily pleased with the quality of the work that AIM has provided. They have always been responsive and worked closely with us to produce a product that is the envy of many in our industry." Mark Grayson, Senior Director of Public Affairs, PhRMA*

