

Burton-Taylor

INTERNATIONAL CONSULTING LLC

Sales Prospecting Tool Sample

Economic Data Users - Japan

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The data shown may not be current and should not be used in decision making.

Revenue Generating Prospecting Tools

Q01_1			Q01_5		Q01_6		Q02		Q03		Economic Data			Importance		Satisfaction		
Name	Country 2	Telephone number 2	Focus of role	Job function	Economic Data	Primary Vendor	Secondary Vendor	Consensus forecasts	Consensus forecasts2	Individual economist forecasts2	Historical economic data beyond 10 years2	Q21_A_1	Q21_B_1	Q21_B_2	Q21_B_3			
Japan			Buy-side	Portfolio Management (4)	Economic Data	Other	TheMarkets.c	3										
Japan			Sell-side	Research (1)	Economic Data	Other	Nikkei	4										
Japan				Research (1)	Economic Data	Bloomberg	Nikkei	N										
Japan				Portfolio Management (4)	Economic Data	Bloomberg	[Not selected]	5										
Japan				Private Investment/Wealth Mgt. (9)	Economic Data	Quick	Bloomberg	3										
Japan				Corporate Finance/M&A/Credit (6)	Economic Data	Reuters	Bloomberg	5										
Japan				Trading (2)	Economic Data	Bloomberg	Nikkei	5										
Japan				Research (1)	Economic Data	Thomson	EcoWin	4										
Japan				Private Investment/Wealth Mgt. (9)	Economic Data	Bloomberg	Thomson	5										
Japan				Research (1)	Economic Data	Bloomberg	Thomson	5										
Japan				Sales (3)	Economic Data	Bloomberg	Nikkei	5										
Japan				Private Investment/Wealth Mgt. (9)	Economic Data	Bloomberg	[Not selected]	4										
Japan				Private Investment/Wealth Mgt. (9)	Economic Data	Quick	Nikkei	4										
Japan				Private Banking (11)	Economic Data	Quick	Bloomberg	5										
Japan				Banking Corporate Finance/M&A/Credit (6)	Economic Data	Bloomberg	Quick	4										
Japan				Referential (E.g. Legal, Actcing) (10)	Economic Data	Thomson	Nikkei	5										
Japan				Referential (E.g. Legal, Actcing) (10)	Economic Data	Thomson	Nikkei	4										
Japan				Buy-side Portfolio Management (4)	Economic Data	Bloomberg	[Not selected]	3										
Japan				Buy-side Research (1)	Economic Data	Thomson	Other	4										
Japan				Buy-side Research (1)	Economic Data	EcoWin	Bloomberg	5										
Japan				Buy-side Research (1)	Economic Data	Thomson	Nikkei	4										
Japan				Buy-side Research (1)	Economic Data	Bloomberg	Nikkei	4										
Japan				Buy-side Research (1)	Economic Data	Thomson	Bloomberg	4										
Japan				Sell-side Portfolio Management (4)	Economic Data	CEIC	Bloomberg	N										
Japan				Sell-side Portfolio Management (4)	Economic Data	Other	Thomson	3										
Japan				Buy-side Portfolio Management (4)	Economic Data	Bloomberg	[Not selected]	4										
Japan				Sell-side Referential (E.g. Legal, Actcing) (10)	Economic Data	Bloomberg	Quick	3										
Japan				Sell-side Private Equity/Venture Capital (5)	Economic Data	Thomson	Other	5										
Japan				Investment Banking Corporate Finance/M&A/Credit (6)	Economic Data	Bloomberg	Nikkei	4										
Japan				Sell-side Private Investment/Wealth Mgt. (9)	Economic Data	Bloomberg	[Not selected]	4										
Japan				Investment Banking Corporate Finance/M&A/Credit (6)	Economic Data	Bloomberg	Quick	3										
Japan				Sell-side Research (1)	Economic Data	Nikkei	Thomson	N										
Japan				Buy-side Research (1)	Economic Data	Quick	[Not selected]	2										
Japan				Sell-side Private Equity/Venture Capital (5)	Economic Data	Bloomberg	Quick	3										

B-T's Add: Advanced decision data™ creates actionable, "smart" prospecting tools which allow your sales teams to quickly target motivated prospects, in 5 simple steps.

1. Choose the country in which to prospect

2. Choose to view only prospects with a critical need for your product

3. Select only prospects who are unsatisfied with their current provider

5. Target and contact the prospects who are unsatisfied with your competitor's product

4. Note the name of the unsatisfied prospect's current provider

Add: Advanced decision data™ market analysis Burton-Taylor International Consulting LLC

Rev: Rapid execution variables™ action plans Burton-Taylor International Consulting LLC

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- The Burton-Taylor proprietary Hourglass Analysis™ methodology provides a structured, yet customizable consulting approach that helps companies dramatically improve three critical business disciplines; Market Intelligence, Strategic Planning and Revenue Generation.



Hourglass Analysis™ Burton-Taylor International Consulting LLC

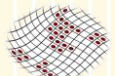
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Author	Biography
Douglas B Taylor	<p>Douglas B Taylor is founder and Managing Partner of Burton-Taylor International Consulting LLC, a business consulting organization created in 2006 and focused on helping information, news, software and financial services companies improve performance through improved Market Intelligence (Sector or Customer Research), Strategic Planning (BU/Company or Service/Product Strategy) and Revenue Generation (Marketing or Sales Plans).</p> <p>Mr. Taylor entered the information & news space at Reuters in 1987, where he spent 15 years in North America, South America and Europe, the last 5 of which heading Reuters news marketing and product management globally. His team successfully redefined product segmentation and commercial policy to, for the first time in Reuters 150 year history, profitably address financial professional, media and consumer audiences.</p> <p>After leaving Reuters, and before founding Burton-Taylor International Consulting LLC, Mr. Taylor served as Managing Director, Customer Segment Management, Marketing & Product Development, for Thomson Financial in Asia. In that role he headed the marketing and product development divisions, as well as the Investment Management, Investment Banking & Research, Institutional Equities and Wealth Management business units for the region. Mr. Taylor's teams completed ground breaking market, competitor, customer and user needs research, and defined a news and data strategy which tripled revenue in the region.</p> <p>Mr. Taylor has also served as Chief Operating Officer of EMIS, a global Euromoney Institutional Investor company specializing in delivering emerging market research, news, private company data and analytics to corporate, consulting, government and investment professionals, Chief Marketing Officer at Insurance Technologies, leading the research & strategy, communications and sales enablement teams, serving the annuity and life software sectors, and as Manager, Partner Engagement at Microsoft, responsible for channel partner business strategy and relationship management in Microsoft's largest customer segment.</p> <p>Among other publications, Mr. Taylor has been quoted as a financial information industry expert by The Wall Street Journal, The New York Times, The London Times, Dow Jones Newswires, Agence France-Presse and in the biography "Mike Bloomberg; Money, Power, Politics", by Joyce Purnick.</p> <p>Mr. Taylor has over 25 years financial information and services background, carries an MBA in Marketing and Management and a BBA in Finance from the University of Oklahoma, holds seven unique market research and analysis trademarks, is a member of the Society of Competitive Intelligence Professionals (SCIP) and is a non-Executive Board member of First State Financial Inc.</p>

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- ▶ PricewaterhouseCoopers (PwC)
- ▶ Quadrant.io
- ▶ Quick
- ▶ RMP Media Analysis
- ▶ RBS
- ▶ Sanborn Consulting
- ▶ Scout Analytics
- ▶ Standard & Poor's
- ▶ State Council Information Office, Government of China (SCIO)
- ▶ SIX Financial Information
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- ▶ UBS
- ▶ VantagePoint Venture Partners
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- Burton-Taylor clients command an estimated 80% of global revenue share in the market data space and include the world's largest Exchange groups, key government organizations and regulatory bodies on multiple continents, five of the six largest advisory firms serving the industry, and more than 30 of the most active private equity and investment companies around the world...all of which using Burton-Taylor data as their industry benchmark.
- While accomplished in the Americas, Europe and Asia, and with a strategic approach that remains generalist, B-T has developed substantial expertise in the global information, insurance, financial services and software industries, with deep focus in North America, China, India and Asia.
- B-T's [Hourglass Analysis](#)TM process provides a proven, structured yet customizable, business consulting approach that helps companies clearly target new opportunities, define new strategy, and plan new actions to maximize growth.
- B-T completes custom research, varying in size from small single product or market detail reports to large global industry and competitor sizing and profiles.
- To learn more about how [Burton-Taylor International Consulting LLC](#) can help your company improve performance through improved [Market Intelligence](#), [Strategic Planning](#) and [Revenue Generation](#) activities, please call +1 646 201-4152, email: questions@burton-taylor.com or visit www.burton-taylor.com.