

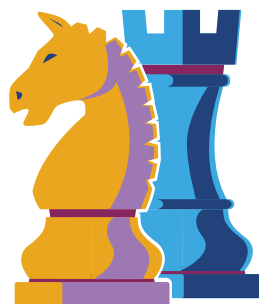


Chartis identify the specific issues you are facing by providing customised analysis of:

- Key trends and issues
- Market sizing
- Prioritisation and market scenario analysis
- Custom market modelling and definition

Product strategy and alignment

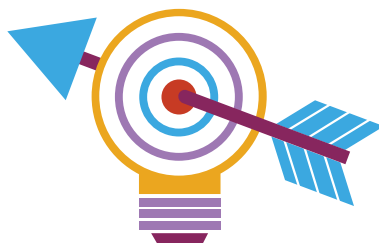
Drawing on our industry knowledge, we help align your product to the issues prevalent in your target market. This ensures your product fulfils your clients' needs.



Go to market

Our team of research directors and analysts help you in developing a crisp and relevant GTM collateral that focuses on:

- Identifying the market issue
- Aligning the message to the solution
- Explaining the solution in detail



Market positioning

We identify what differentiates your brand from its competitors by looking at product capabilities. Once established, our research directors provide their expert advice on the following two key areas:



- Co-branded research on key market topics which provides a unique and compelling point of view addressing a key industry driver and highlighting the relevant issues
- Event participation including roundtables, speaking at and/or facilitating events and workshops

Solution strategy and roadmap

The market requires solutions to the issues they are facing. Therefore, it is critical they develop a strategy and roadmap which finely addresses each problem.



We support our clients as they define:

- Goals and scope
- Requirements
- Architecture
- Roadmap



TOMs are critical in both the vendor and institutional spaces. We assist our clients with TOM assessments and gap analysis of current model to provide key inputs into planning, strategy and roadmap activities.