



Aite Group leverages GMI's U.S. consumer panels for financial research

BOSTON FIRM PROVIDES THE GLOBAL FINANCIAL SERVICES INDUSTRY WITH REAL-TIME CONSUMER AND SMALL BUSINESS INSIGHTS.

Aite Group is an independent research and advisory firm based in Boston, Mass. The company was founded in January 2005 by leading industry experts in banking and securities and investments to serve the research needs of the financial services industry.

"Aite (eye-tay) is a Japanese word that describes a relationship with a partner," explains Judith Fishman, Analyst, Quantitative Research for Aite Group. "Aite is the essence of our mission: to serve as a fully engaged partner that helps clients stay ahead of the competition and grow their business with insightful reports and timely advice in the areas of retail and wholesale banking, and retail and institutional securities and investments."

The major players in the financial services industry face multi-dimensional challenges. Aite Group's unique research and consulting value proposition is based on a holistic, three-pronged approach to analyzing the financial services marketplace:

- **Business strategy:** Analyzing the evolution of business strategies and its impact on the financial services industry
- **IT innovation:** Identifying the emergence of new, cutting-edge technology and its impact on the financial services industry
- **Regulatory issues:** Analyzing the impact of various regulations on the financial services industry

"The sector we serve is very competitive and constantly needs up-to-the-minute intelligence to keep the finger on the pulse of a fast-moving marketplace," adds Fishman. "We conduct research both online and by phone, but whenever online is feasible, we are able to afford larger samples, which is a plus for our clients."

"We were looking for a panel supplier that could help us get access to profiled consumers and very specific players in the small business realm. We began to partner with GMI in 2007, and selected the company for its quality consumer panel and extensive service capabilities. Favorable pricing was also a compelling factor in our decision. From interviewing financial decision-makers at small U.S. businesses, or asking general U.S. consumers about their debit card habits, GMI delivers all the completes we need within our short timelines."

In North America, Aite Group works with some of the largest financial institutions, including Top 20 banks, credit card companies, payment processors, brokerage firms, as well as technology vendors providing banking software, IT, payment, risk management and security solutions.

"Our experience with GMI has been outstanding," concludes Fishman. "All the teams were very responsive to our needs, from Sales to Client Services. GMI provided us with top-quality sample and survey programming, and delivered on the projects within our deadlines. We will definitely use GMI for our research projects again, and would not hesitate to recommend the company to others."

FOR MORE INFORMATION, PLEASE CONTACT:

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