

KASI INTELLIGENCE OFFICE

Important business questions don't arrive **once a year.**

Your external decision intelligence team. Working alongside yours.

Your organization makes decisions every week. Consumer expectations change. Competitors make moves. Management asks unexpected questions. Strategic priorities evolve.

Yet most companies access external intelligence through individual research projects, each requiring a new brief, budget and procurement process.

Kasi Intelligence Office changes that.

We provide an ongoing, analyst-led intelligence capability that helps your team respond to business questions, interpret market developments and make better-informed decisions throughout the year.

Continuous questions.

Consistent intelligence.

Better decisions.

THE CHALLENGE

“We need market intelligence throughout the year, not just when we commission research.”

Consider a Head of Strategy at a bank.

Monday

The CEO wants to understand changing consumer confidence.

Wednesday

The retail banking team needs evidence on savings behaviour.

The following week

Marketing wants to assess emerging customer needs.

Later in the quarter

The executive committee requests a market outlook for its strategic review.

Each question matters. But none necessarily justifies commissioning a separate research project.

THE PROFESSIONAL TENSION

Your business needs regular access to credible intelligence, but building a complete internal research capability is expensive and managing multiple external projects is inefficient.

What if your team already had an intelligence partner?

An analyst who understands your business, knows the available evidence and can respond to emerging questions without starting from zero every time.

That's the Kasi Intelligence Office.

An extension of your strategy, insights and leadership teams.

Kasi combines access to proprietary consumer intelligence with an agreed program of analytical support.



Respond to emerging questions

Get evidence-backed answers to management questions using relevant existing Kasi data.



Understand market developments

Receive periodic intelligence on consumer sentiment, financial pressures, category dynamics or other agreed priorities.



Support executive decisions

Translate analytical findings into concise management presentations, strategic implications and decision briefs.



Build institutional understanding

Develop a continuing evidence base around the issues that matter to your organization.



Identify emerging risks and opportunities

Use agreed indicators and periodic reviews to identify changes that warrant management attention.

THE OUTCOME

Less time restarting research processes.

More continuity in market understanding.

Faster access to evidence when management needs it.

Where the Intelligence Office fits



Banking

“We need to understand how consumer financial behaviour is changing.”

A retail bank wants continuing intelligence on savings, borrowing, affordability and consumer confidence.

Kasi supports: Quarterly market reviews, emerging consumer questions, segment analysis and executive presentations.



FMCG

“Our category strategy needs to reflect how consumers are changing.”

A manufacturer needs regular intelligence on purchasing behaviour, household pressures and category demand.

Kasi supports: Consumer trend updates, category analysis, market comparisons and planning discussions.



Telecom-munications

“Our customer strategy cannot rely only on internal usage data.”

A telecom operator wants an external view of consumer priorities, affordability and competitive perceptions.

Kasi supports: Periodic consumer intelligence, targeted analysis and management briefings.

Choose the level of partnership you need

	Essential	Business	Enterprise
Best suited for	A team needing periodic intelligence	A business with regular cross-functional questions	An organization requiring a broader intelligence partnership
Core service	Scheduled reviews and defined analytical support	Recurring requests, deeper analysis and management engagement	Multi-stakeholder intelligence support and strategic reviews
Analyst support	Assigned coordination	Named analyst relationship	Dedicated delivery leadership and agreed analyst capacity
Management engagement	Periodic review	Regular briefing	Executive and functional engagement
Annual starting price	\$25,000	\$50,000	\$100,000

Engagements are tailored around an agreed number and complexity of requests, service levels, countries, datasets and review meetings.

PLEASE NOTE

The Intelligence Office is a **managed analytical service, not an unlimited research subscription**. New primary research, extensive bespoke modelling and separate data redistribution rights are scoped independently.

Five steps to an intelligence capability that keeps pace with your business

1

Define your intelligence priorities

We agree on the business questions, departments, markets and decision cycles the program will support.

2

Establish the service plan

We define request capacity, response times, reporting cadence and engagement responsibilities.

3

Connect your team to Kasi analysts

Designated stakeholders submit questions through an agreed engagement process.

4

Deliver and review intelligence

We provide analytical outputs, regular reviews and agreed executive briefings.

5

Refine priorities as the business evolves

Periodic reviews help ensure the service remains relevant to management's changing needs.

Continuous questions. Consistent intelligence. Better decisions.



Intelligence continuity, backed by proprietary evidence.

Kasi brings together continuously collected consumer data, longitudinal indicators, applied analytical tools and experienced researchers.



Continuously collected consumer data



Longitudinal indicators



Applied analytical tools



Experienced researchers

UNLIKE PROJECT-BASED RESEARCH

Unlike conventional project-based research, the Intelligence Office allows your organization to **build on prior analysis rather than restart every time a question arises.**

UNLIKE GENERIC ADVISORY

Unlike generic advisory services, our work **begins with an established proprietary evidence base.**

THE RESULT

An ongoing intelligence capability without the cost and complexity of building the entire function internally.

LET'S BUILD YOUR INTELLIGENCE OFFICE

Your next important question is probably already coming.

The issue is whether your organization will have the intelligence capability ready to respond.

TELL US

- 1 Which business decisions recur throughout your year?
- 2 Which teams need external market and consumer evidence?
- 3 How frequently do management questions arise?

We'll recommend an engagement model based on your intelligence needs.

KASI INTELLIGENCE OFFICE

Your external decision intelligence team.

ASK KASI — www.kasiinsight.com

Kasi logo (white)

Annual engagements from \$25,000. Scope, capacity and service levels agreed contractually.