

ATLANTIC ■ ACM

A lighthouse on a rocky cliff at sunset, with the sun low on the horizon and its light reflecting on the water.

**Even with a destination in mind,
the path isn't always clear...**

**For nearly two decades, we've been
helping companies navigate new
markets, changing economies
and evolving technologies.**

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ATLANTIC-ACM applies best-of-breed analytical and decision-making methodologies across a deep library of proprietary data from two decades of research to deliver actionable information our customers use to identify new growth opportunities, develop new products and partnerships, target key customer segments and verticals, improve operations, customer retention and product performance, and establish competitive advantage.

Sample Methodologies

Growth and Strategy Planning:	SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) ■ PEST Analysis (Political, Economic, Social, Technological) ■ RBV Analysis (Resource-based View) ■ Five Forces Modeling ■ Case Study Development
Competitive Positioning:	ATLANTIC-ACM MarketScan™ ■ ATLANTIC-ACM MarketMaker™ (market sizing and opportunity) ■ Niche/Vertical Market Analysis ■ Market Segmentation Analysis
Customer Satisfaction and Retention:	ATLANTIC-ACM ReportCards™ ■ Customer Needs Analysis ■ Competitive Benchmarking ■ Gap Measurement ■ Key Customer Surveys ■ Lost Customer Surveys ■ Critical Contact Point Assessments
Mergers, Acquisitions and Partnerships:	Target Development and Screening ■ Profit Opportunity Matrices ■ Financial Modeling and Valuation ■ Due Diligence and Closing Support ■ Partnership Development
Profitability and Sustainability:	Pricing and Placement Development ■ Outsourcing Analysis ■ Competitive, Financial and Operational Benchmarking