

Match & Track - Market Matching, Market Tracking

Match & Track Overview

Infield Systems' Match & Track service is an annualised contract which provides the purchaser with tailored market information, delivered on a regular basis to coincide with business planning. In short, Infield Systems "matches" the client's market and "tracks" how it develops over time.

Core deliverables include:

- Quarterly or Bi-annual Delivery Schedule
- Market Commentary
- Line-by-Line Project Data
- Graphs and Charts
- Macro Overview
- Opportunity Analysis
- Performance Analysis
- Priority access to Infield presentations and whitepapers
- Dedicated account manager and 'on call' analyst

Case Study:

This particular client is a provider of transportation solutions to the offshore industry. After developing a proprietary and unique demand forecasting model to support an equity investment, Business Strategy & Analysis was awarded a contract to provide a quarterly data set showing all platforms applicable for this type of transportation. In addition to this project-by-project data, Business Strategy & Analysis also performed variance analysis on the data set, and reported on key trends and developments effecting demand for the services offered by our client. This PowerPoint document is distributed to all senior management within the company to provide a performance framework.

Market Matching:

The "Match" element matches independently analysed and assessed market data, information and forecasts from the Infield Offshore Energy Database and the OFFPEX Market Modelling & Forecasting System to the client company's product and service offerings, target markets, clients and the company's reporting structure.

The Business & Analysis team looks at the client's business in terms of the geographic areas they operate in, the structural make up of its business areas and the sectors they are involved in, the clients they work with and the products and services that they offer. As OFFPEX is built up from a component by component, project by project basis, only relevant elements of the forecast are included in the Market Matching. The elements or components can range from a single subsea satellite well right up to the construction, installation and hook up of a major FPSO project. Market Matching is individually tailored to each individual client.

Market Tracking

Market Tracking literally means tracking of the Matched Markets as they evolve over time. So as new data is added to the Offshore Energy Database and the OFFPEX Market Modelling & Forecasting System - the effect of project delays, new discoveries, impact of emergent technologies, industry or global events are reported back to the client with a revised match market report.

Reporting Structure

Match & Track reports and analysis are relayed to the client at a frequency determined by the client's own reporting requirements - this is usually quarterly or every six months.

A client's Match & Track report can comprise:

- A written report comprising commentary & analysis
- MS Excel database of a working business model
- PowerPoint presentation comprising top level graphs & charts
- Access to relevant data sets on InfieldLive
- Access to an experienced analyst for questions & support

The level of detail of reporting is again matched to the different requirements of senior executives, analysts and the sales team and can comprise the following

- Macro analysis
- Micro analysis
- Market commentary & analysis
- Transparent market models
- Detailed project data & sales leads
- Access to online data via InfieldLive