

CASE STUDY

► About me

I'm a 40-year-old Market Intelligence Manager with a large Dusseldorf-based chemical company. I make my home in Dusseldorf with my husband Ralf, and our two daughters.

► The role I play

I am a kind of information clearing house for different business units in the group. I help our international purchasing managers, for instance, to develop effective sourcing policies by staying aware of market trends, both now and into the future. I work across a wide range of chemicals and their feedstocks, and the information I provide will also help the business to take decisions about what markets it wants to be in, how to manufacture efficiently, and so on. I also keep an eye on the competition, and provide long-term forecasting models for the industry as a whole, and our business in particular.

► What I need

Because I cover so many chemicals I need to be able to find and absorb the relevant information, fast. Since I may be adding such information into my own reports, if it is easy to cut and paste, that is helpful too. I need to be able to assess likely levels of market capacity and demand. And if somebody

asks me about a commodity or market I am not familiar with, it helps to be able to get up to speed quickly.

► How using ICIS helps me

Thank goodness for ICIS pricing reports. Commodity by commodity, they give me the specific data and insights I need. More general reports, like the one on crude oil, for instance, help provide market overview. ICIS news gives me the latest on production capacity, and all the information is easy to download or cut and paste into spreadsheets, presentations and research documents. Having ICIS pricing is like having a highly intelligent, dedicated, pro-active researcher tirelessly working alongside me, constantly providing the information I need, and even highlighting areas of particular interest.

