

## **WHAT WE DO | Competitive Intelligence**

IGI has developed extensive experience and expertise in helping corporate and individual clients to maintain and gain a competitive advantage in business, litigation, commercial and regulatory disputes, contests for corporate control, crisis communications and other adversarial situations.

Our firm applies proprietary methods and accesses confidential sources worldwide to collection actionable business intelligence on behalf of clients. Multinational corporations entering new foreign markets or vying for major overseas contracts task IGI to survey the competitive landscape and advise on political and other risk factors. Fortune 500 companies seeking to preserve or expand market share hire IGI to obtain information about their competitors' strategic plans and product pipeline. Hedge funds and other asset managers retain IGI to research existing or prospective portfolio companies and other investments.

In our experience, the best defense is a good offense. We are experts in arming clients with the evidence and intelligence that they need to mount an effective offense. Our investigators know how to find information on your adversary in a manner using investigative techniques that are not only effective but also ethical and legal. IGI has worked for numerous clients who have been targeted in campaigns waged by adverse parties attempting to damage the client company's reputation, products or services. For example, current IGI investigators conducted competitive intelligence for a U.S. automaker to counter a Japanese rival that was orchestrating a campaign to denigrate our client's flagship vehicle. This automaker and other corporate clients turned to IGI when reputations and profits were at stake, as described in the case studies.

The results of our investigations are used to benefit clients in a variety of settings, from litigation, hostile takeovers and commercial disputes to crisis communications, political campaigns and regulatory and legislative actions. Our core personnel have prior experience as litigators, accountants and media reporters as well as in law enforcement, business and public relations. Thus, we strive to give you information and results that will immediately add value to your dispute, because we have been in similar disputes and understand what you need.

### **Case Studies**

- On behalf of a corporate client with multi-billion dollar annual revenues, IGI uncovered evidence that an adversary in litigation had orchestrated unethical efforts to influence an elected official. IGI researchers and investigators searched a wide array of public records, and through sophisticated analysis detected possible patterns of misconduct by seemingly unrelated parties that led to IGI's uncovering this scheme. IGI personnel, including former law enforcement and communications specialists, assisted in the design and implementation of the client's legal and public relations strategies that were derived from the results of the investigation.

- IGI conducted a multi-year investigation of a leading plaintiffs' law firm on behalf of several corporate clients sued by the law firm in class actions. IGI developed extensive evidence against the law firm and its partners relating to the firm's alleged payment of kickbacks and use of paid plaintiffs, its ties to short-selling hedge funds, its alleged misrepresentations to courts, and its control and financial support of a non-profit entity that hosted conferences at luxury resorts to which it invited judges and federal regulators. IGI provided the information to federal prosecutors who brought criminal charges against the firm and its name partners.
- A company in the medical field retained The Lenzner Firm and IGI when it was facing resistance from the Food and Drug Administration ("FDA") to getting approval for its primary product. Our team of attorneys and investigators uncovered information illustrating how certain FDA personnel were improperly hindering our client's pending application. The results of our investigation helped the client's application receive a favorable decision by the FDA. According to the client-company:

“IGI helped us identify and overcome key obstacles during our FDA approval process, and I would highly recommend their services to any company seeking regulatory clearance in a highly competitive, politicized environment. Their exceptional skill set, high integrity and deep knowledge of how Washington DC operates makes them an indispensable partner – whether you are a start up or a multinational.” — Executive with the client-medical device manufacturer
- IGI conducted corporate intelligence-collection and analysis to inform a public interest client's campaign to influence how major companies in the food products industry responded to a specific public health concern. IGI analyzed leading industry players, addressing the potential economic impact of changes to production practices, and how the companies handle conflict and potentially adversarial situations on labor, environmental, regulatory, trademark, and competitor issues. We also analyzed corporate structures and key decision-makers of the public, privately-held and foreign target entities.