ThoughtLab

Innovative Content Deliverables

Compelling Thought Leadership

The members of our world-class thought leadership team have worked for top publications, such as The Economist, Harvard Business Review, and Institutional Investor, as well as economic consulting firms such as The Economist Intelligence Unit, Oxford Economics, Econsult Solutions and Roubini Global Economics. They specialize in presenting complex analysis to executives in plain language through a variety of compelling editorial and analytical formats.

Editorial content. With expertise across business issues, industries and regions, our editorial team can create compelling white papers, think pieces, case studies, eBooks, and presentations.

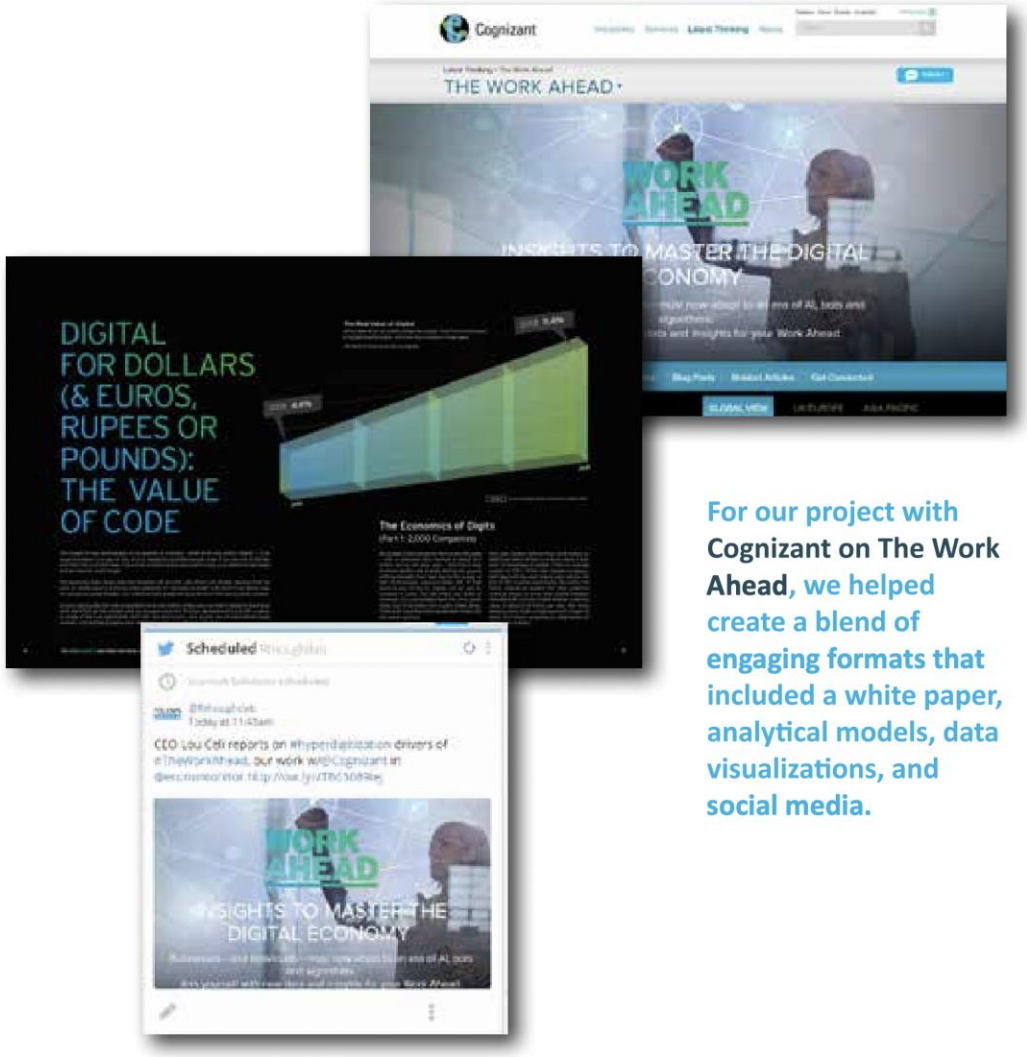
Data visualizations. Our writers and designers are skilled at telling the story visually through infographics, dashboards, and other advanced graphical techniques.

Analytical tools. Our economists can turn research findings into benchmarking, ranking, and forecasting tools that can engage your audience and help you build relationships.

Video production. Our award-winning producers are fluent in multiple forms of video presentation, from executive interviews and television clips to animated video and web commercials.

Digital and social media. The most successful thought leadership incorporates webinars, social media, blogs, microsites and other digital media. Creating cross-media programs is our specialty.

ThoughtLab is an innovative thought leadership and economic research firm providing fresh ideas and evidence-based analysis to help business and government leaders cope with transformative change. We specialize in analyzing the impact of technology on industries, cities, companies, and consumers.

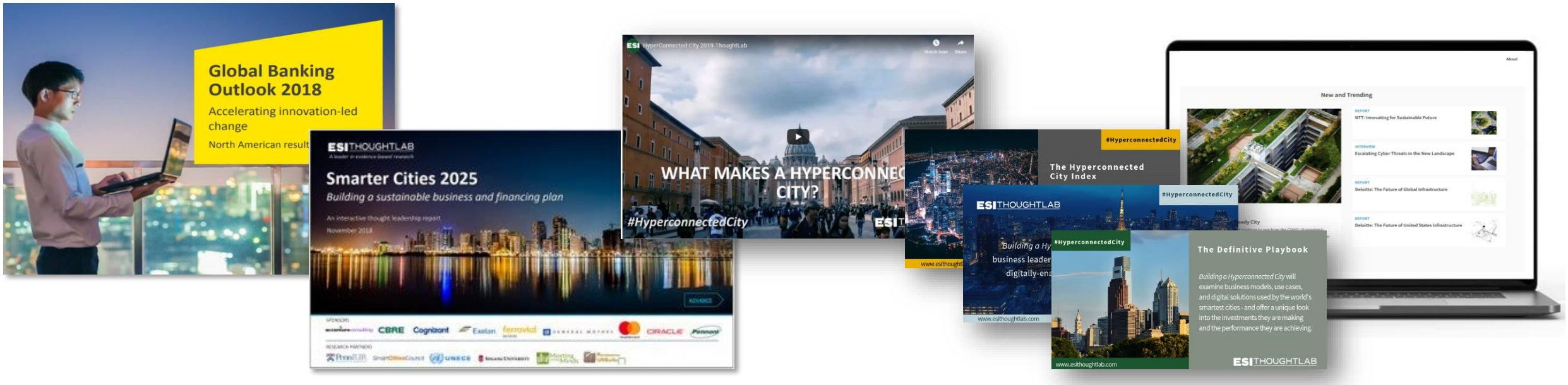


For our project with **Cognizant on The Work Ahead**, we helped create a blend of engaging formats that included a white paper, analytical models, data visualizations, and social media.

Our multiple formats

At ThoughtLab, we use analytics not only to conduct research but to deliver it in compelling formats for the C-suite.

- ✓ Articles
- ✓ Blog posts
- ✓ Think pieces
- ✓ Benchmarking tools and indexes
- ✓ ROI and cost-benefit models
- ✓ Case studies
- ✓ Q&A write-ups
- ✓ White papers
- ✓ Executive summaries
- ✓ Interactive eBooks
- ✓ Infographics and data visualizations
- ✓ Databases and data navigators
- ✓ Webinars and meetings
- ✓ Twitter chats
- ✓ Microsites, video, digital media

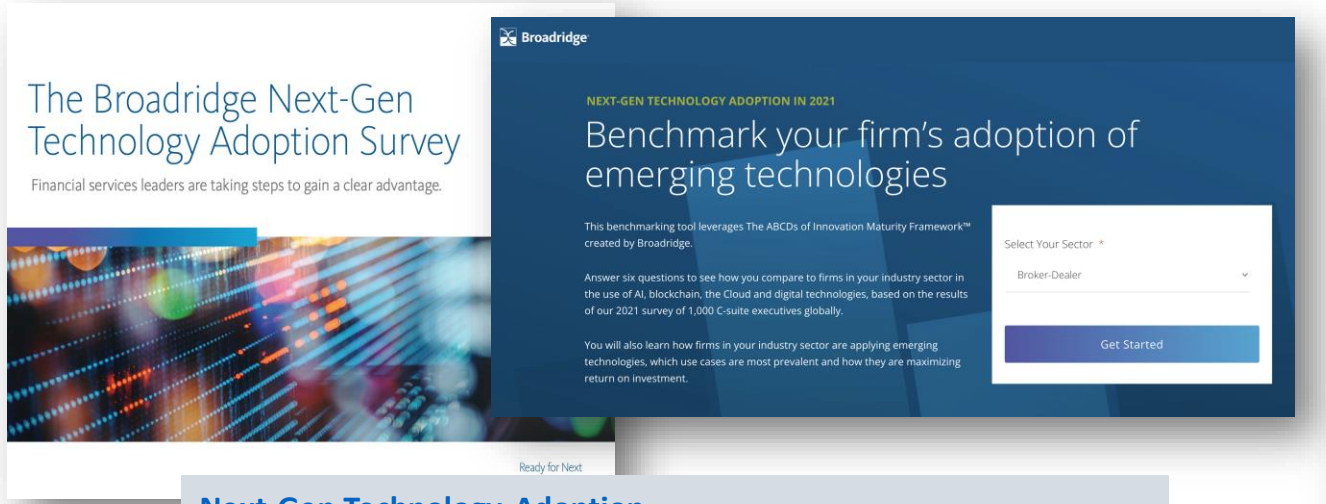


Benchmarking tools

To create more engaging and actionable thought leadership, our economists create innovative high-level benchmarking tools for comparing views, strategies, and performance on management strategies and digital solutions.

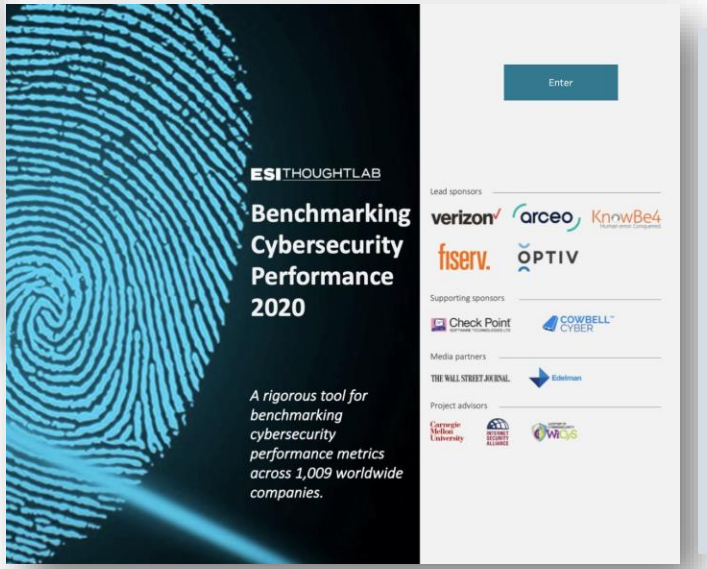
ThoughtLab has years of experience creating diagnostic surveys that deliver valuable benchmarking data on business strategies, investment plans, organizational approaches, and digital usage. Once we gather the data, our economists create benchmarking models that allow corporate and city leaders to benchmark themselves against peers in any targeted area. These tools can show where a company or city stands on a maturity curve and the performance results, based on quantitative evidence, to be achieved by progressing to the next stage.

Our economists have built models that show urban leaders how their smart programs stack up with other cities, enable executives to compare their cybersecurity practices and results with peer companies, and help financial firms compare their digital transformation progress with their competitors.



Next-Gen Technology Adoption

For Broadridge, we created a survey and tool to allow executives to see how their firm stacks up in using the ABCDs—AI, blockchain, cloud, and digital.



Benchmarking Cybersecurity Performance

ThoughtLab developed a comprehensive benchmarking tool for CISOs seeking to compare their cybersecurity progress, practices, plans, and performance metrics. The tool allows for high-level benchmarking against your industry peers.

Indexes and data visualizations

Our economists turn data into compelling indexes and data visualizations. We combine survey data with data from secondary sources. These tools take many forms, from at-a-glance indexes to more sophisticated analytical tools that will enable users to navigate, segment, and visualize data from our research. Our team has created innovative indexes and visualization platforms the show the rise of autonomous vehicles across countries, jobs of the future in the US, and how global cities compare in smart technology usage.

Interactive database

[Hyperconnected Cities DatabaseandNavigator]

ThoughtLab developed the Hyperconnected Cities database using a combination of primary (survey) and secondary data for 100 global cities. The database includes over 1,000 individual datapoints for each city. The data was summarized in an online data navigator.

Index

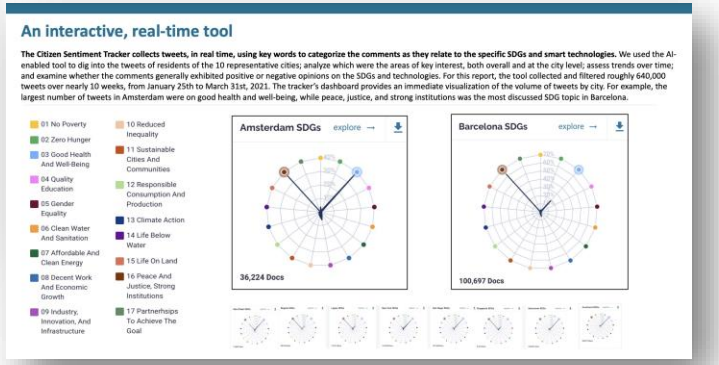
[Cognizant Jobs of the Future Index]

ThoughtLab developed this index to measure the changes in demand for a set of 50 digitally enabled jobs of the future. Each quarter, we analyzed millions of jobs from the Burning Glass Database to identify key trends across the 50 jobs.

Sentiment tracker

[Smart Cities for a Riskier World]

[CitizenSentiment Tracker] To understand citizen perspectives on smart, sustainable urban programs, ThoughtLab created a Citizen Sentiment Tracker that uses AI to collect, categorize, and assess citizen views expressed through hundreds of thousands of Twitter feeds in real time.



ThoughtLab

Indexes and data visualizations continued

Our economists draw on large sets of data to enrich findings, find correlations, and uncover new insights. Finding meaning in vast amounts of internal and external data can set your thought leadership apart. ThoughtLab's microeconomists have the econometric skills to mine, process, and analyze extremely large and complex sets of data, with millions of observations, correlations, and variables. Our team has helped large organizations extract higher value from data through big data analytics. We have used such analysis to understand the future of work, and latest citizen views on the pandemic and cities, and have used cluster analysis to understand customer needs.

Readiness index

KPMG Autonomous Vehicle Readiness Index(AVRI)

ThoughtLab and KPMG developed the AVRI to measure the level of preparedness for autonomous vehicles. It is a composite index that combines 28 individual measures from a range of sources into a single score. The number of countries included in the index has increased from 20 in the first year to 30 this year.

Regional and industry scorecards

Smart Cities for a Riskier World RegionalScorecards

To help city leaders compare their practices and progress against those of peers, ThoughtLab has developed regional scorecards for 167 cities across six world regions: Africa, Asia Pacific, Europe, Latin America, Middle East, and North America.

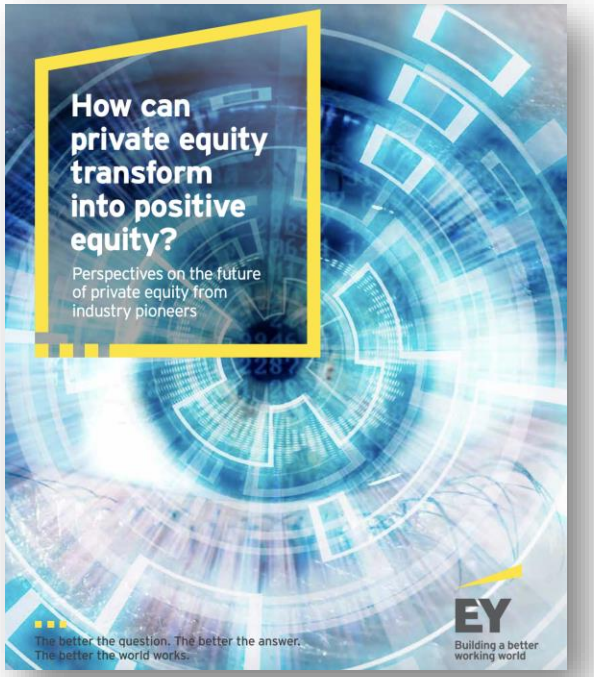
Q&A articles and case studies

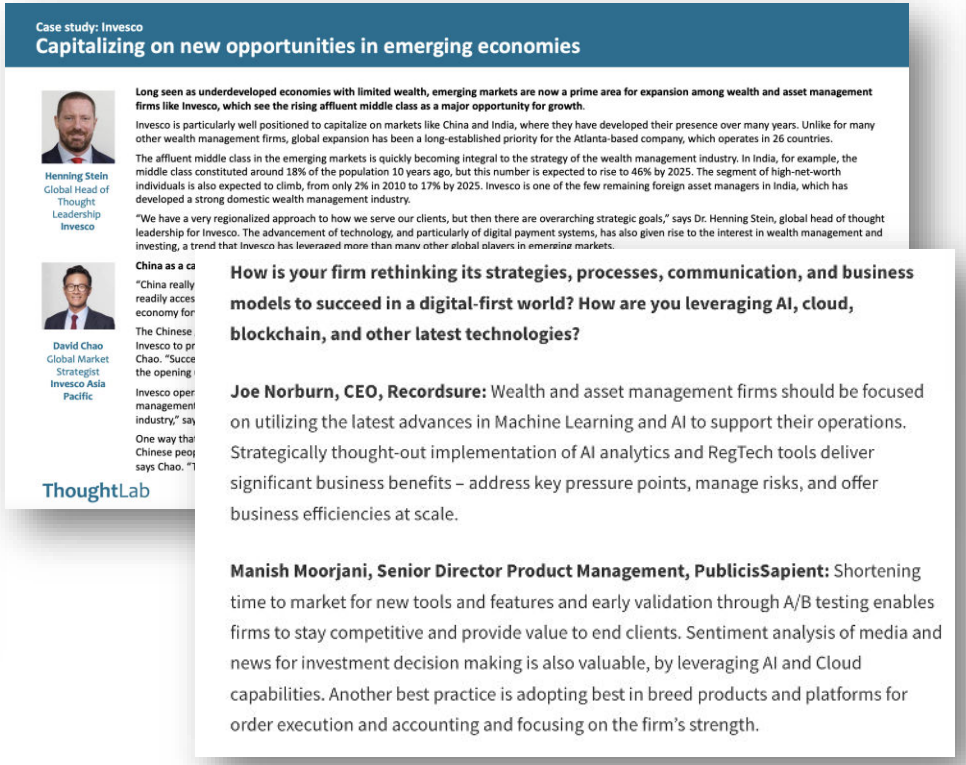
Qualitative research provides valuable insights into C-suite strategies and views, as well as useful context for quantitative analysis. Our team has long experience in gathering qualitative perspectives through advisory boards, expert panels, and interviews. We conduct interviews with top decision-makers from business and government to obtain their perspectives on critical issues. Thanks to the seniority of our staff, and their years of experience, ThoughtLab reaches executives at the highest management levels.

EY: How Can Private Equity Transform Into Positive Equity? ThoughtLab's senior staff interviewed private equity founders for a study for EY.

Wealth and Asset Management 4.0 Best Practices and Q&As ThoughtLab has compiled case studies from executive interviews from their Wealth and Asset Management 4.0 study as well as Q&A articles.

Smart City Solutions for a Riskier World City Spotlight Profiles For the multi-client study Smart Cities Solutions for a Riskier World, ThoughtLab created a spotlight on smart sustainable cities.



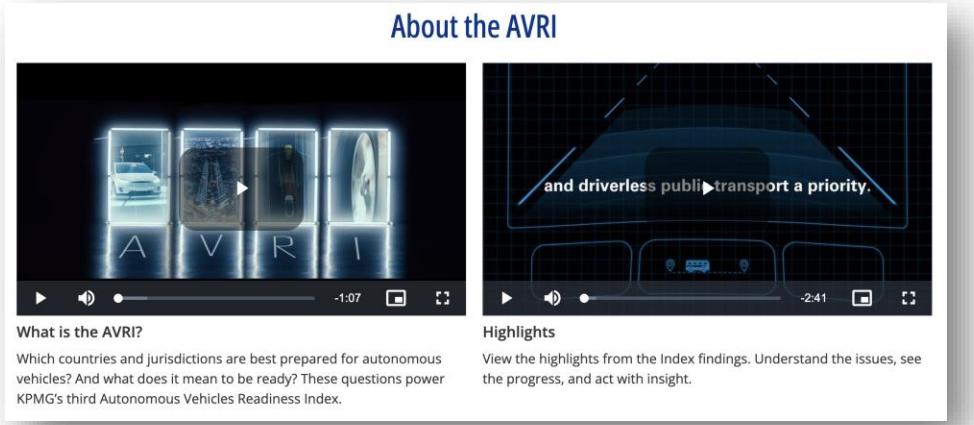


ThoughtLab

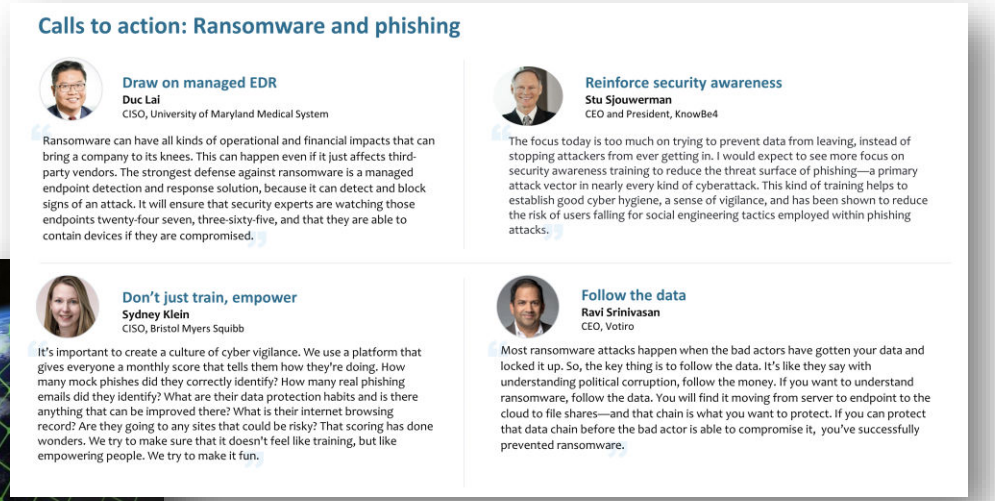
Business insight videos

ThoughtLab conducts one-on-one interviews with leading executives on a range of topics. ThoughtLab turns these interviews into case studies and videos that can be embedded into thought leadership reports and content. In addition, ThoughtLab creates videos that help clients understand how to use our bespoke analytical tools.

KPMG Autonomous Vehicle Readiness Index (AVRI) Short videos that showcase the AVRI to clients.



Cybersecurity Solutions for a Riskier World Interviews conducted with industry experts to create compelling case studies and insights.



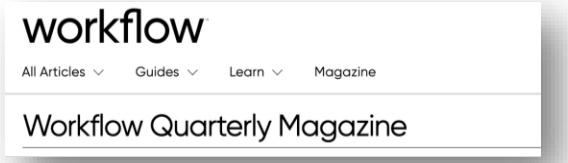
Wealth and Asset Management 4.0 eBook
ThoughtLab embeds videos from interviews and webinars into eBooks and whitepapers.

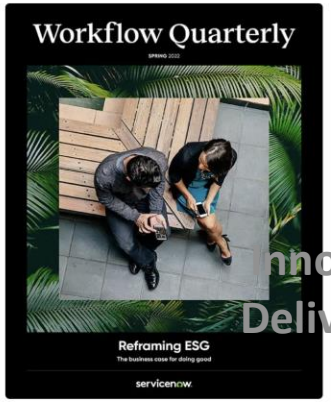
ThoughtLab

Ongoing, integrated thought leadership programs

The best thought leadership programs, like well-known institutes, provide ongoing research, content, analysis, and meetings to stay in front of targeted senior executives. Integrated thought leadership programs can be focused on key topics such as cybersecurity, or key executives like CISOs, CEOs, etc. The range of activities we engage in is virtually limitless and includes setting up advisory committees, launching surveys, holding webinars, publishing whitepapers, conducting interviews, having a regular publication such as a magazine, or creating an institute. We work collaboratively with our clients, and draw in expertise, when necessary, from our global network of experts across industries, regions, and management practices to develop annual programs specific to their business.

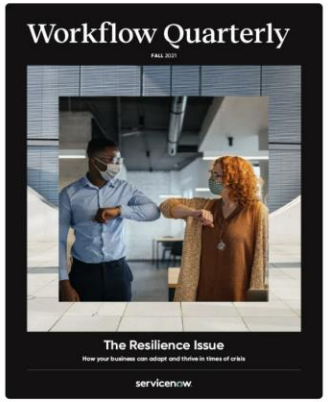
Quarterly magazine
[ServiceNow Workflow Quarterly]
ThoughtLab works closely with ServiceNow to produce what they have branded, Workflow Quarterly Magazine.



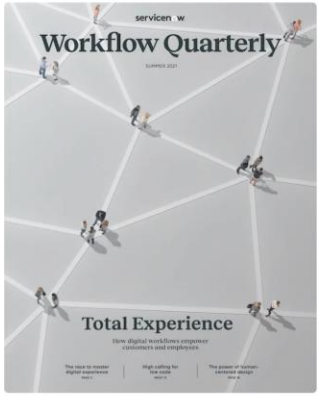


Reframing ESG
The business case for doing good
READ NOW

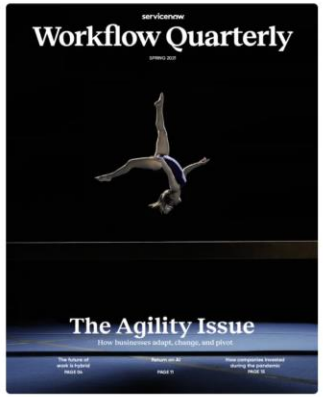
The Optimization Issue
Hyperautomation and digital workflows are driving the next phase of digital transformation
READ NOW



The Resilience Issue
How your business can adapt and thrive in times of crisis
READ NOW

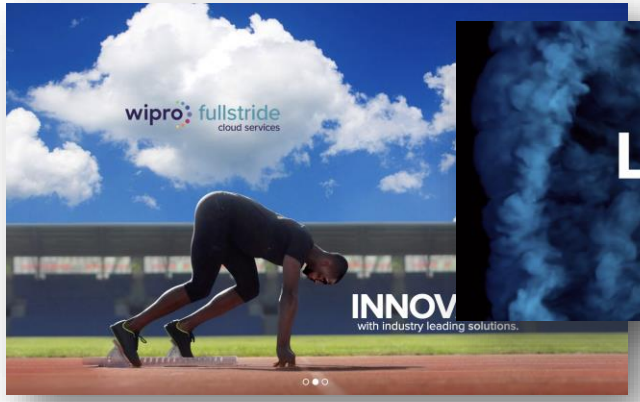


The Total Experience Issue
How digital workflows empower customers and employees
READ NOW



The Agility Issue
How businesses adapt, change, and pivot
READ NOW

Integrated thought leadership program
[Wipro Driving Performance Through the Cloud] Wipro and ThoughtLab have produced a number of content deliverables from the cloud program such as videos, whitepapers, benchmarking tools, supplemental surveys, and more.

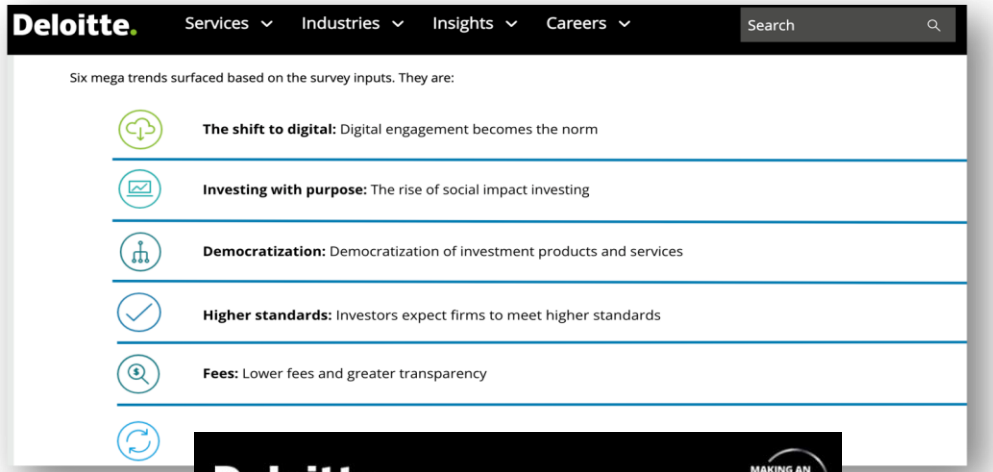


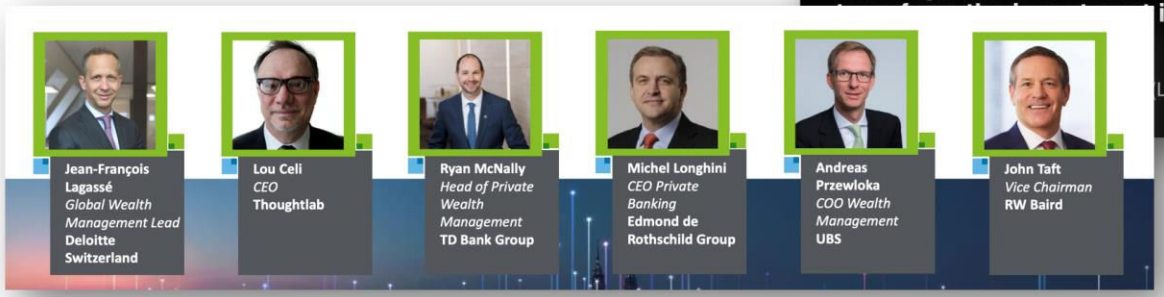
ThoughtLab

Examples of thought leadership programs by sponsors from multi-client studies

Deloitte's wealth thought leadership campaign

Deloitte drew on the research results from *Wealth and Asset Management 4.0*, to develop its own eBook, infographics, webinars, and corresponding social media, along with their own wealth management landing page.





Key highlights

- Gauthier Vincent, Principal and Wealth Management Leader, presented the report at the *American Bankers Association Wealth Management Conference* in collaboration with co-sponsor FIS.
- Deloitte has adjusted the report to be used across 10+ countries including Australia, Belgium, Canada, Luxemburg, Middle East, Singapore, South Africa, Switzerland, United States, and UK.
- ThoughtLab participated in Deloitte's Global Wealth Management Conference for a virtual 45-minute panel discussion, where we heard industry leaders' views on the future of the wealth management industry.
- Deloitte published a total of 7 blog posts
- 2,300+ report page visits
- 1,210+ report file downloads
- 384+ video views

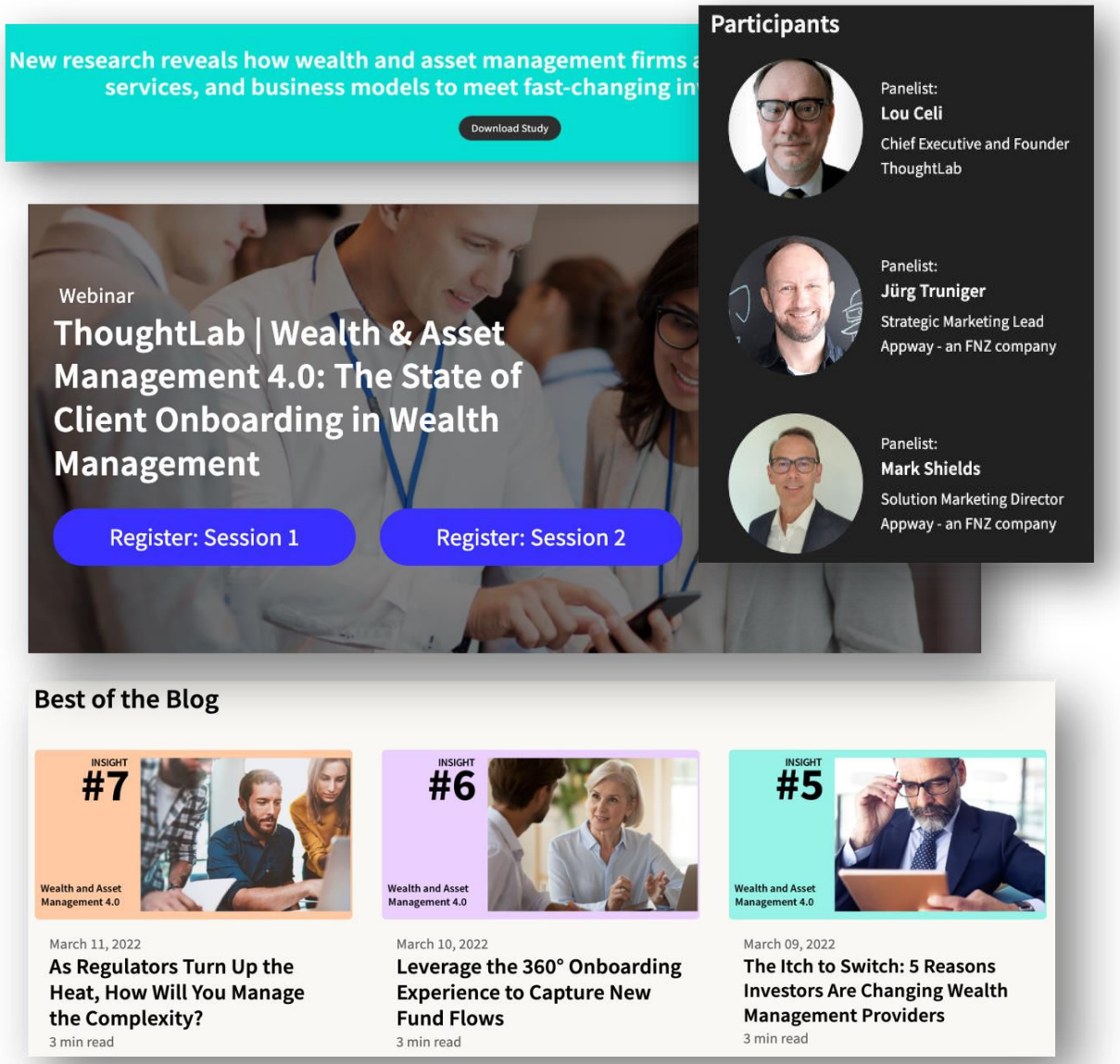
ThoughtLab

Appway's wealth thought leadership campaign

Appway drew on the research results from *Wealth and Asset Management 4.0*, and identified seven key messages to focus on and build a campaign for customers and prospects.

Key highlights

- Appway has developed seven blog posts, one for each key message. These live on site and have been promoted via LinkedIn.
- Appway created seven short videos to promote the study, focusing on each of the key messages.
- Appway has the study's executive summary gated on site to collect lead information.
- Appway thought leaders discussed the key findings ThoughtLab identified in the study through a webinar split into 2 sessions. The webinar discussion focuses on the impact of trends in investor attitudes, behaviors, and expectations on the future of client onboarding.



Check Point's cybersecurity thought leadership campaign

Check Point Software Technologies drew on the research results from *Driving Cybersecurity Performance*, to develop its own social media campaign, series of webinars, and more. Check Point also developed research insights across industries, company size, maturity levels, and more for internal and external purposes.

Key highlights

- Check Point developed their own individual campaign and assets including webinars, blog posts, paid promotional content, interactive quizzes on cybersecurity, and more. They had leveraged the support of ThoughtLab's team for additional insight to generate these materials.
- Check Point also held four research-focused webinars, three of them on BrightTalk. These events were highly successful in generating leads and business engagements.
- Sales enablement tools were created using the research specific to the 3 regions and 13 countries in the study.

View webinar

View webinar

Cowbell cybersecurity thought leadership campaign

Cowbell Cyber drew on the research results from *Driving Cybersecurity Performance*, to develop its own branded eBook, media campaign, and social media program.

Key highlights

- Cowbell Cyber created their own branded eBook highlighting key findings from the study and messaging most relevant to their brand.
- Cowbell Cyber also built out a strong media campaign with trade targets to showcase the study's results.

This analysis extension is specifically focused on research findings related to:

- Cyber Insurance
- Small and Mid-size Enterprises (SMEs), under $1 billion in revenue and based in the U.S.

Buying intentions

Limits

SMEs vs Large enterprises

Classes of business

COWBELL™ CYBER

Survey Results: The Economic Impact of Cyber Insurance

(Small and Mid-Size Enterprises in the U.S.)

JUNE 2020 | WWW.COWBELL.INSURE

SECURITYWEEK

INTERNET AND ENTERPRISE SECURITY NEWS, INSIGHTS & ANALYSIS

Plugging the Discrepancy Between Cyber Insurance Coverage and Actual Risk

BY COWBELL CYBER | JUN 18, 2020 | NEWS, OUTSIDE MEDIA LINKS

One of six 'best practices' highlighted by ESI ThoughtLab in a new report on Driving Cybersecurity Performance is simple: "Make more use of cybersecurity insurance to transfer risk." Use of cyber insurance is growing, but the insurance industry...

60% of Businesses Plan to Spend More on Cyber Insurance

BY COWBELL CYBER | JUN 18, 2020

DARKReading

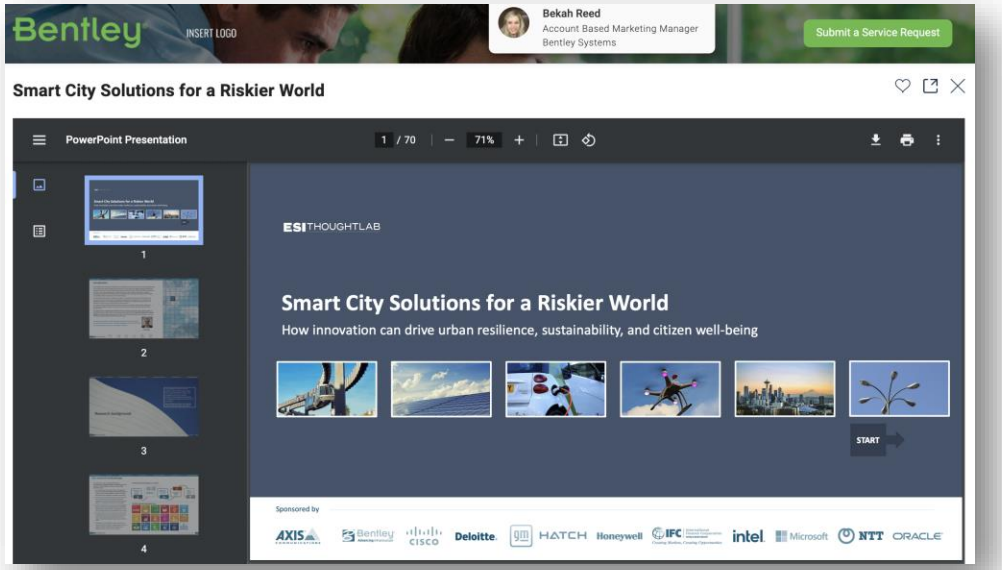
More small and medium-size businesses said they plan to spend a greater amount on cyber insurance in the next two years — 65 percent of them — compared to 58 percent of large businesses, a survey out today from Cowbell Cyber and ESI Thoughtlab found. Read more

Bentley's smart cities thought leadership campaign

Bentley drew on the research results from *Smart Cities Solutions for a Riskier World*, to organize a webinar highlighting the key findings of interest to its technology business. Bentley also produced an eBook under its own brand.

Key highlights

- Bentley utilized it's YouTube channel to generate excitement for the results of *Smart Cities Solutions for a Riskier World* by creating a promotional video.

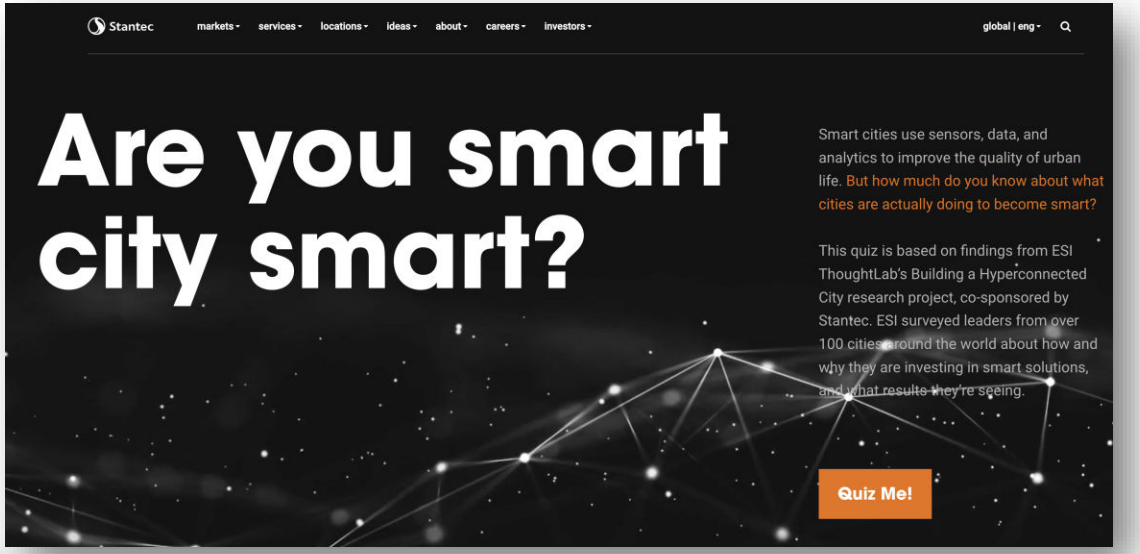


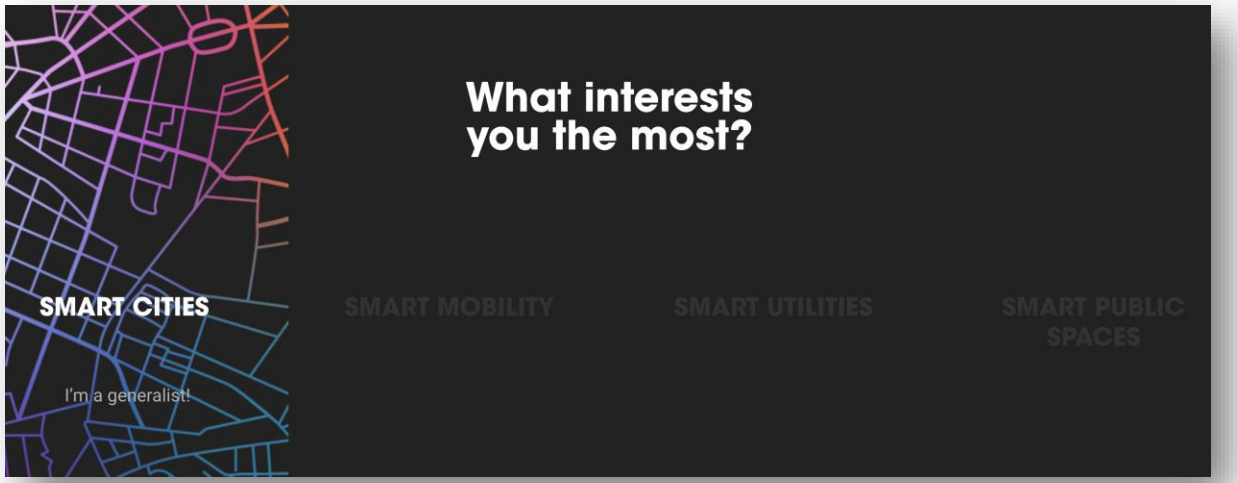
Stantec's smart cities thought leadership campaign

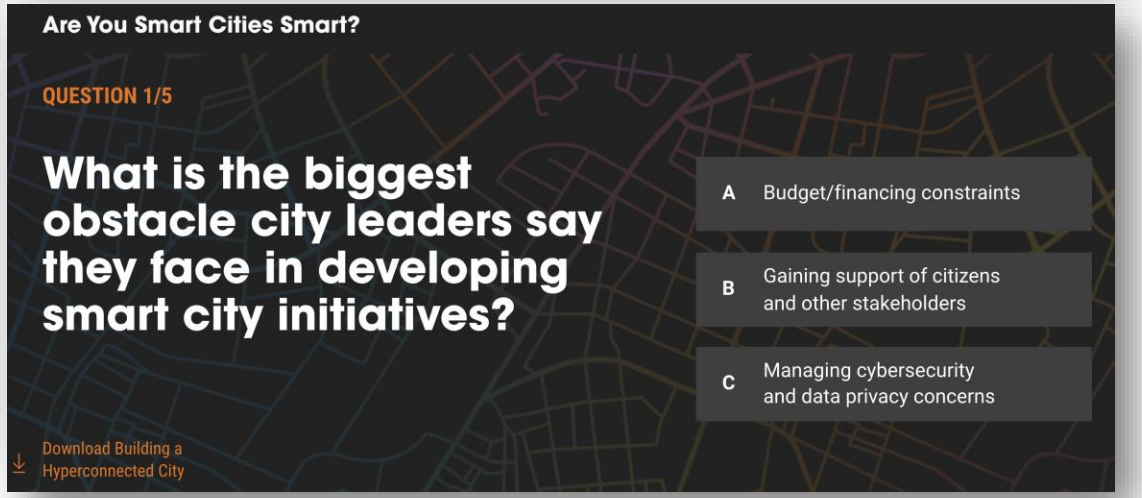
Stantec drew on the research results from *Building a Hyperconnected City*, to develop it's own smart cities quiz which was a widely popular social media campaign.

Key highlights

- Stantec focused on key aspects of the study's findings by creating an interactive quiz for consumers to digest the research.







ThoughtLab

ThoughtLab is an innovative thought leadership and economic research firm providing fresh ideas and evidence-based analysis to help business and government leaders cope with transformative change. We specialize in analyzing the impact of technological, economic, and demographic shifts on industries, cities, and companies.

To learn more about ThoughtLab, visit: **www.thoughtlabgroup.com**

For further information about this study, please contact:

Lou Celi, Chief Executive Officer
louceli@thoughtlabgroup.com

Barry Rutizer, VP of Client Relationships
barryrutizer@thoughtlabgroup.com

Gina Egan, Director of Marketing
ginaegan@thoughtlabgroup.com