<u>Item #8B</u>:
Village President Underwood
Proposal From IBC

09/05/14

ILLINOIS BUSINESS CONSULTING

www.ibc.illinois.edu

Illinois Business Consulting

at the University of Illinois

The Nation's Largest Fee-Based University Consulting Organization

Overview of IBC: People and Projects

IBC Student Talent

270 students from **9** colleges and **50** disciplines

% of applicants accepted

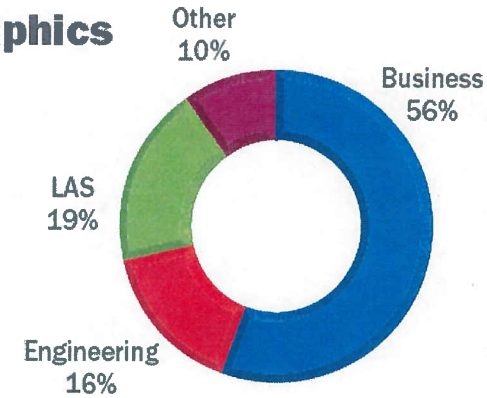
Clients and Projects

★★★★½ Average client rating

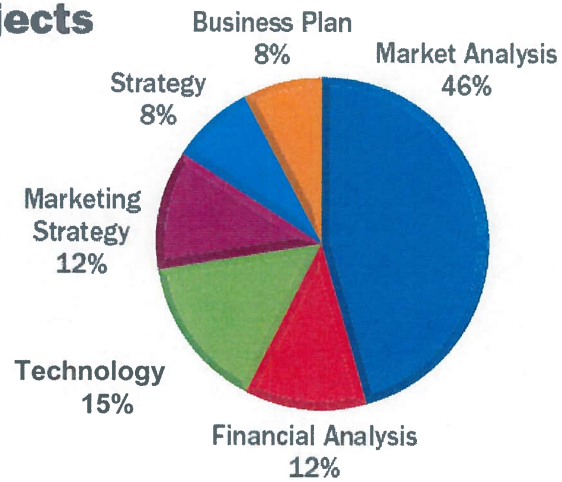
9 out of **10** say they would hire IBC again

70 projects annually including: *Yahoo!*, **Walmart**, CHRYSLER, JOHN DEERE, CATERPILLAR, LIBMAN, **KIPP**, valmont, NU SKIN, **NetApp**

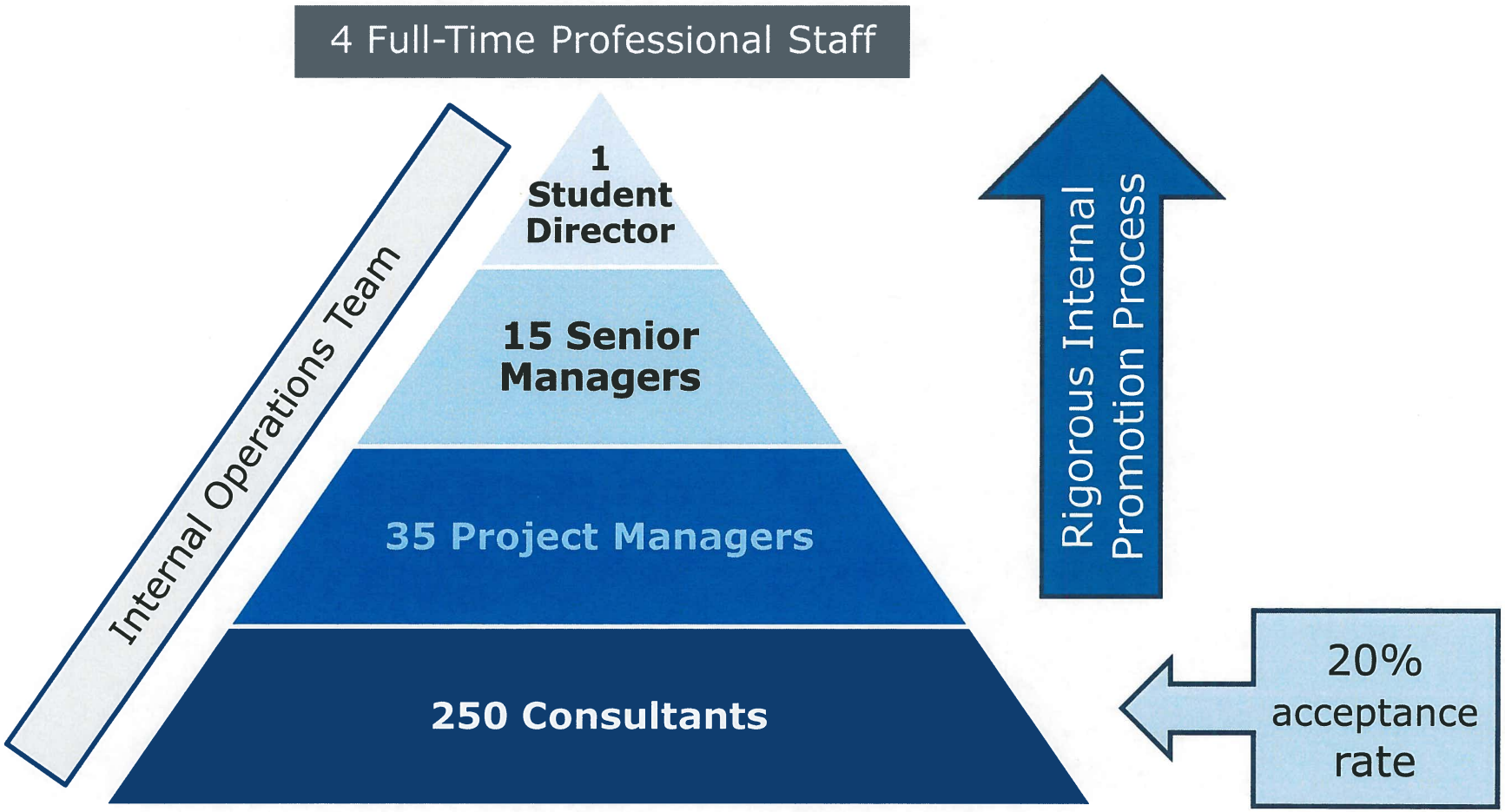
IBC Demographics



Types of Projects



IBC Organizational Structure



Sampling of IBC Clients

Large to Mid-sized Companies

Startup & Venture Firms

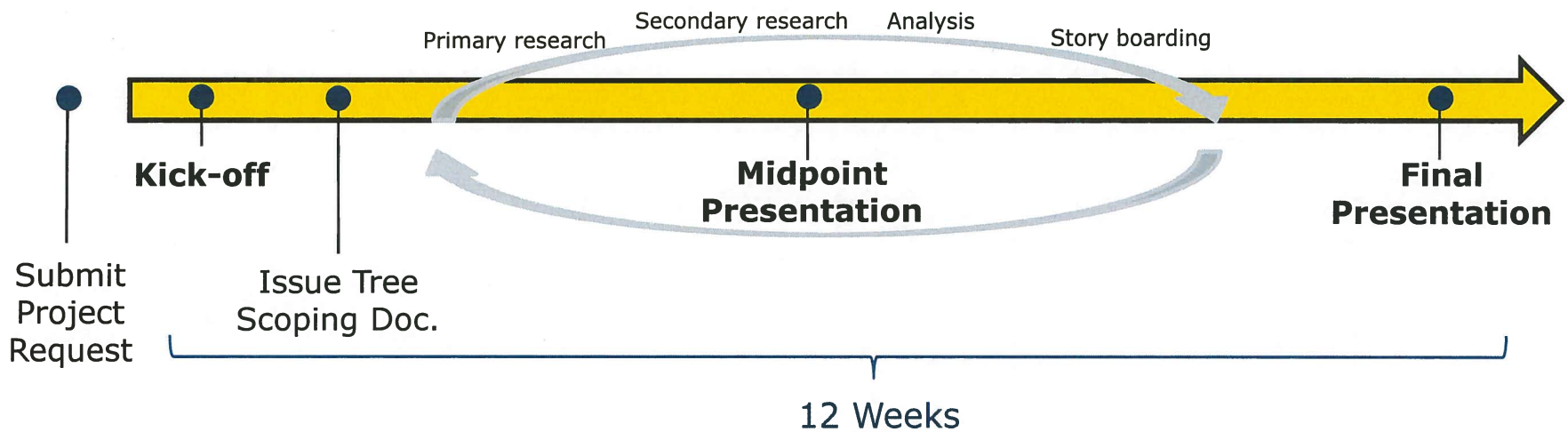
Government & Non-

IBC Projects Address a Variety of Topics and Business Challenges

Types of Projects	Case Studies
Financial Analysis, Cost/Benefit	Manufacturing Company
Process Improvement	Hospital
Benchmarking	Equipment Mfg.
Market Research	Retail Cleaning Supply Co.
New Market Entry	Ag. Construction in Argentina
Marketing strategy	Technology Company
Social Media	Retail Food & Beverage Co.
Statistical Analysis	Auto Industry
Corporate strategy	Ice Cream Company
HR, Learning, Training	Insurance Company
Environmental	Power Plant

IBC Project Process & Features

IBC Project Timeline



Project Features

- 600 hours of work
- Professional & faculty guidance
- Access to library databases
- Extensive formal and informal training
- Quality control and oversight
- Weekly meeting with team
- Conducted Fall & Spring semesters
- Project fee

Why Partner with IBC?

- Access to top student talent, ability to evaluate potential hires
- Real value-added business solutions at a fraction of the market cost
- Tap into diverse University resources, including faculty and the library
- Leverage language capabilities to work on international projects
- Creative, fresh ideas and approaches
- Quality deliverable or end product

IBC Case Study

Customer Analytics:

A food & beverage company knew their market penetration but lacked knowledge and insights about specifically who was purchasing their products, which products they should buy, how often they buy…etc.

The IBC team created a strategy for a mobile app and loyalty program to help the client gain insights about customers in order to better target marketing, increase spend per customer and improve customer loyalty.

IBC Case Study

Business Analytics:

An equipment manufacturer collected data on equipment via sensors and shared/sold the data to customers but did not use it for its own purposes. The client wanted to know if it should collect and store the data to be used internally? If so, what would be the business case for this strategy?

The IBC team conducted competitor analysis and compiled case studies on how other companies were using analytics to boost revenue and cut costs. With the client, the team recommended 5 business areas where data would be useful and identified how data could have a significant impact in these focus areas.

IBC Case Study

Marketing ROI:

An automotive company wanted to know the effectiveness of its marketing and advertising efforts. Questions they considered included: What is the sales return for every dollar spent on advertising? Are there trends regionally? Are some specific promotional channels more effective than others?

The IBC team poured through thousands of lines of sales data, identified trends and correlations, and provided the client with recommendations on which advertising channels were more effective and what data should be collected going forward.

Request an IBC team

Solve business challenges and build a talent pipeline.
Request an IBC team today: www.ibc.illinois.edu

Contact information:

- Rob Valli: rvalli@illinois.edu
- Andrew Allen: andrewa@illinois.edu