

For Immediate Release

Fortune 1000 Customers Find Significant Value from Provizio's Primary Competitive Intelligence

Customers Respond Overwhelmingly; Provizio key to understanding competitors and providing actionable intelligence

Boise, ID – March 22. More than 90% of Provizio's customers find significant value from Provizio's primary competitive intelligence (CI) services.

A survey from a third-party, independent firm rated Provizio high on its ability to obtain hard to find competitive intelligence under demanding conditions. Customers also reported they enjoyed Provizio's significant focus on intimate and regular client interaction. The study found, customers said, Provizio adds up to excellent value for their research dollars.

"I chose Provizio because we have gradually built a relationship and they know our business better ...," said a business intelligence executive in the healthcare industry.

"Provizio is great at building and maintaining good working relationships – it's a pleasure to work with them," added a CI director with a major IT hardware corporation.

The survey was conducted by Vermont-based market research group Penn Consulting. Led by Rich Greenlee, Penn Consulting's survey included executives from Fortune 1000 companies among a wide variety of industries, including financial services, healthcare, IT hardware, pharmaceuticals, professional services, software, telecommunication, transportation, and others.

"It is clear that Provizio is overwhelmingly viewed as a top quality service provider," said Greenlee. "One of their key assets is their people."

"Their human interface," Greenlee added, "is consistently given high marks, and is noted as the key reason clients choose to do business with Provizio. Provizio wins because they have proven they can gather primary intelligence at or above their customer's expectations. They also supply good references that attest to that."

Customers also reported that Provizio's executive team, which is led by CI industry pioneer Tim Stone, provided the leadership they were seeking in a competitive intelligence firm. "We had a high level of trust and confidence in Tim," said a business intelligence director from a leading Fortune 1000 software company.

When it comes to value, virtually every company said Provizio's services were priced competitively against others in the industry. "Provizio is very price competitive, they offered very favorable pricing compared to others," said a CI director with a major communications company. Greenlee added that quotes like these were echoed by nearly every customer.

Acknowledging the results of the survey, Provizio CEO Tim Stone said, "I'm pleased our customers have reported their satisfaction in this study. This confirms that our hard work to grow Provizio into a powerful industry leader in primary competitive intelligence is appreciated and is successful. We will continue to work in all areas to improve our capabilities and services and to strengthen our partnerships with our clients."

"Provizio will continue to push the envelope to build on its successful partnerships with our customers to bring them the best primary competitive intelligence service possible," said Dr. Tim Rhodes, founder and President of Provizio.

The Penn Consulting report can be downloaded from the public reports section on Provizio's website and will also be available in hard copy at Provizio's booth this week at the SCIP04 International Conference and Exhibit in Boston.

About Provizio

Provizio is the leader in primary competitive intelligence services. Fortune 1000 companies rely on Provizio's intelligence services to obtain unmatched primary intelligence capabilities that are tailored to fit each client's specific needs. Led by CI pioneer, CEO Tim Stone, and founder and president Dr. Tim Rhodes, Provizio's staff consists of career intelligence professionals with more than 100 years of combined experience in primary intelligence research and analysis. They excel at their mission in providing unmatched proactive, actionable primary competitive intelligence. Provizio can be reached at www.provizio.com.

About Penn Consulting.

The Penn Consulting Group provides strategic market research, customer satisfaction studies, and business intelligence services to a range of clients throughout the United States. Founded in 1993, the firm is led by Richard A. Greenlee and includes a network of specialists with core competencies in such areas as healthcare, pharmaceuticals, financial services, insurance, and technology. The Penn Consulting Group can be reached at www.pennconsulting.com.

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