



# Benchmarking Services

Business Insights and Market Intelligence for Corporate Leaders



*By, CMM*

**CMM**  
CONVERGENCE MITIGATION MANAGEMENT

# CMM Custom Benchmarking

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## □ CMM Benchmarking Goals:

- **Insight and Knowledge Sharing** – Establishing high-value private peer-to-peer knowledge sharing workshops; and,
- **Business Intelligence** – Gathering business and market intelligence, insights, and trends that support (1) participant benchmarking, (2) participants' evolving business objectives.

## □ The CMM Approach:

- Knowledge Interviews
- Benchmarking Survey, Data Collection, Analysis, Trends
- Substantive Workshop Engagement & Interaction
- Substantive Follow-up throughout the Year

# CMM Custom Benchmarking

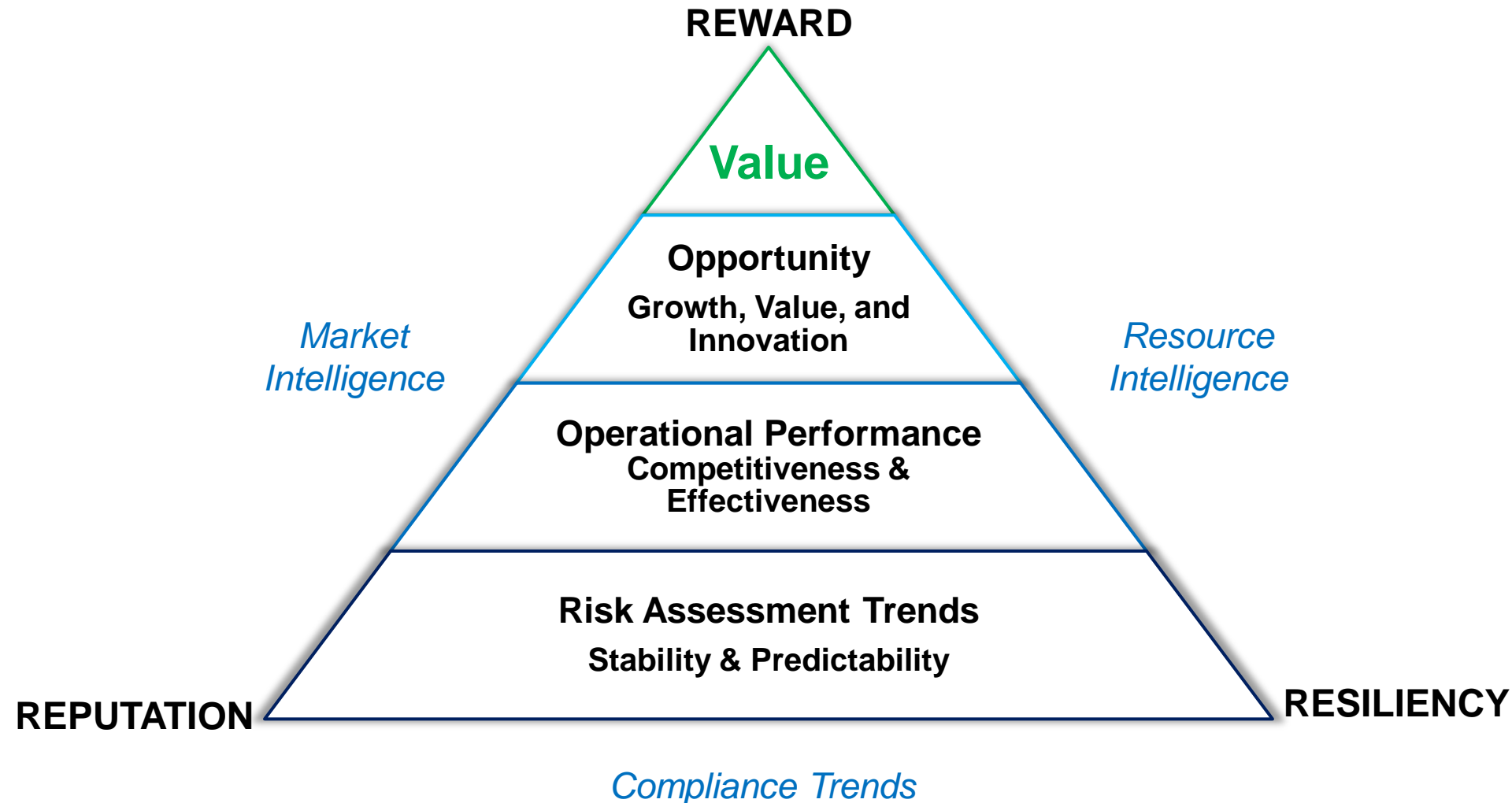
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- ✓ Knowledge Interviews
- ✓ Substantive & Knowledgeable Interaction
  - ✓ Purposeful Discussion
  - ✓ Ongoing Dialog/Follow-through

# Value Proposition of CMM's Benchmarking

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# CMM Custom Benchmarking

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## What are you looking for?...

### Benchmarking Outcomes

- **Is another company better than we are?...**

- Are they better at managing data?
- Are they better at training and employee development?
- Are they better at managing to budget?
- Are they better at achieving compliance and anticipating trends?
- Are they better at managing risk?

- **Management Solutions**

- Discuss failures and successes
- Managing through uncertainty
- Adding value to your company

- **Communication Solutions**

- Overcoming the internal language barrier (internal vs. external, technical vs. non-technical)
- Communicating your organization's strategy & objectives
- Training that leads to measurable improvements, behavioral changes

- **Technical solutions**

- Field initiatives which reduce cost, save time, optimize resources, achieve compliance
- Data management approaches

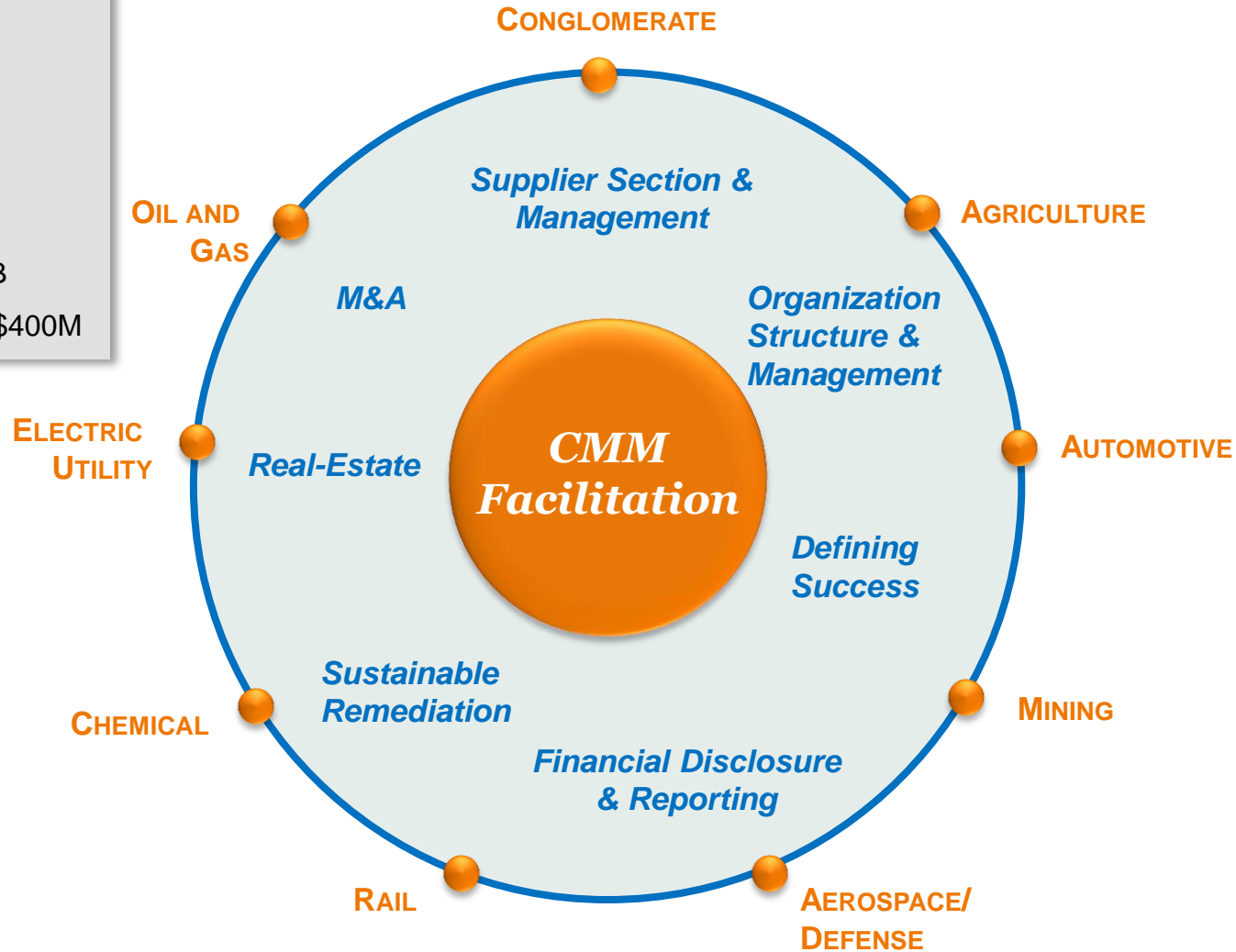
# Example 1: Corporate Remediation Benchmarking

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## Prior Participants Represented:

- >\$1.8 Trillion in Revenue
- >\$164 Billion in Net Income
- >1.9 Million Employees
- Reserves total greater than \$6B
- Spend totals greater than \$2.1B
- Reserves range <\$60M to >\$1.4B
- Annual spend ranges <\$10M to >\$400M

**30+ companies served annually for past 11 years**



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# Example 2: Global Product Stewardship Benchmarking

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## Prior Participants Represented:

- 13 Market/Product Sectors
- Global Sales in Excess of \$405B
- Net Revenues in Excess of \$25B
- Worldwide employment in excess of 740,000

**40+ companies served in past 3 years**



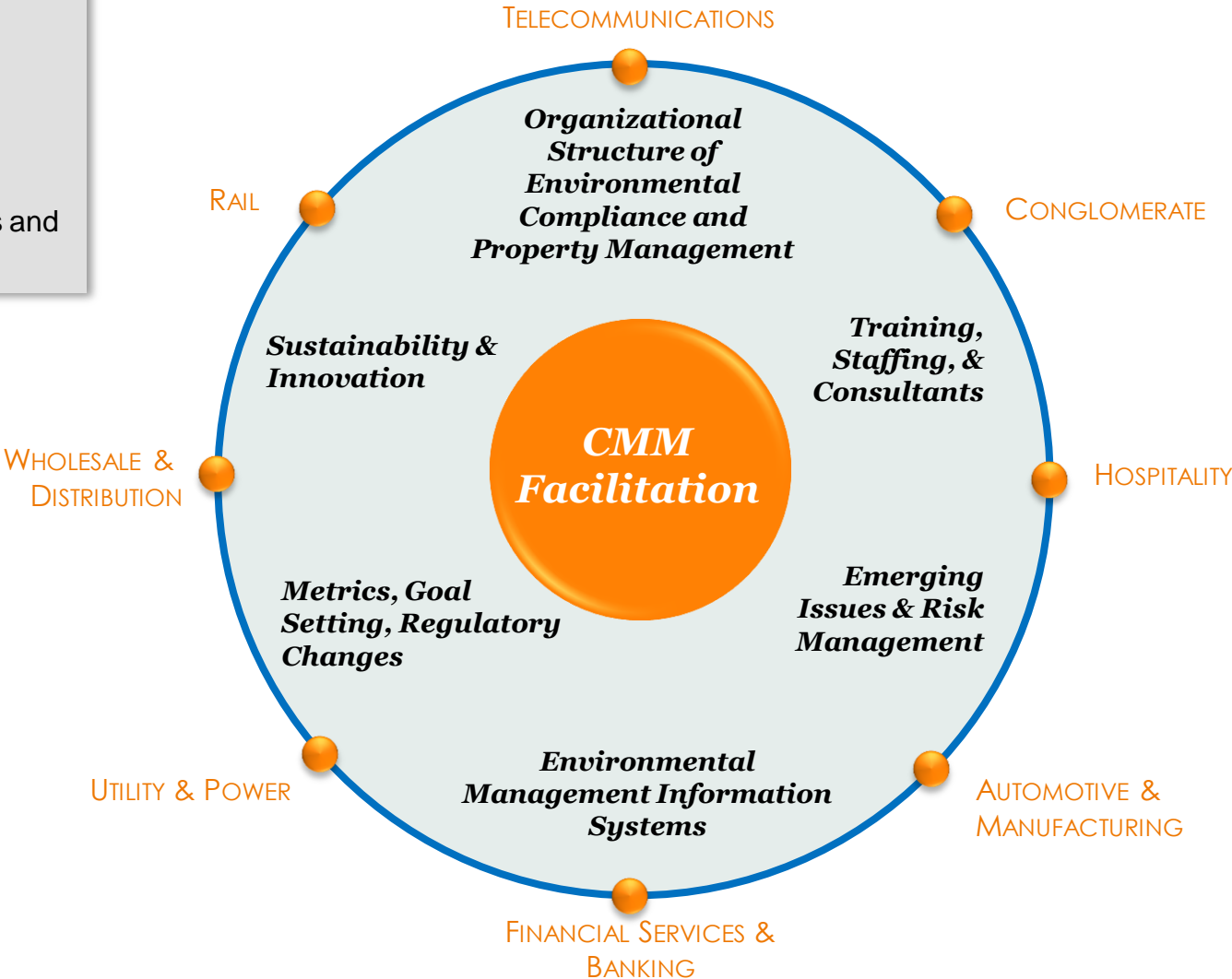
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# Example 3: Environmental Compliance Benchmarking

**Prior CMM Participants represented:**

- 8 Sectors
- >\$625 Billion in Revenue
- >\$85 Billion in Net Income
- >1.4 Million Employees
- Tens of thousands of properties and facilities under management

**60+ companies served in past 4 years**



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