







Strategy Manager - Trusted by Leading Banks to Set Strategy and Grow Wallet Share

When it comes to the most trusted and reliable platform for setting strategy, the world's leading banks know to call Dealogic.

From competitive benchmarking to intelligent targeting and strategic management, Strategy Manager provides the best framework to facilitate decision-making across the organization.

If you want to:

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|  | Better understand the competitive landscape and market trends |  | Analyze revenue-generating opportunities without tying up resources |  | Integrate independently operated product and industry groups |
|  | Measure performance and set goals |  | Use intelligent targeting to uncover fee-generating opportunities |  | Analyze content that is aligned to your proprietary classifications |

Strategy Manager is the answer.

Trusted Fee Model

The industry standard Dealogic proprietary fee model provides directional accuracy on primary investment banking fees. It is used by top global banks and all of the top-ranked analysts covering those banks.

Trusted Partner

Dealogic understands what clients need and how to satisfy their requirements, working in close partnership through:

- Sharing best practices
- Effective client planning
- Actionable reporting and workshops
- Secondment of staff to work in-house with clients

