Industry Needs Information

- Manufacturing
  - ✓ own capability
  - ✓ suppliers' capabilities
  - ✓ demand
  - ✓ global demand
- Transportation
  - ✓ costs for alternate means of shipping
- Finance
  - ✓ project demand
  - ✓ project cost of funds
- Service
  - ✓ taste and style
  - ✓ demographics