

Spotlight on Pearl Information Services

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Q Please describe the type of consulting you provide and how it benefits your client.

A I provide business research for marketing and strategic planning as well as business intelligence dealing with background checks on individuals and companies. I'm also starting to do some prospect research. My clients hire me to get them the information they need more quickly and cost effectively than they can get it themselves.

Q What knowledge and experience do you bring to the table?

A Knowing where information would be located and how to access it. It's part of my job to stay up to date on state of the art information sources and searching technologies.

Q What differentiates your services from other consultants?

A I don't consider myself a consultant in some ways because I don't give advice or make recommendations on a course of action. The value I bring to my clients is getting them the information they need and saving them money by working quickly and efficiently.

Knowledge is Power

Francis Bacon, 1597

Spotlight on Pearl Information Services continued...

Q Do you specialize in any type of client or business?

A Not particularly. I have one group of clients who are national investigative firms. I've worked within the apparel and textile industries internationally. I also work within the biotech and pharmaceutical industries because that's my background. I've worked with everything from small start-ups, international Trade Commissions to Internet content providers.

Q Please provide an example of a consulting assignment and what benefits you provided for your client.

A One of my larger projects was compiling profiles on a telecommunications company's top 5 competitors for strategic planning. The company's marketing director and the consultant she was working with were able to focus on what they did best, strategic planning, because I was able to pull together the information they needed and synthesize it into a manageable report.

The profiles consisted of information on each competitor's business structure, key executives, financials, marketing strategy, examples of advertising, press release and coverage in the media.

I used fee-based commercial databases that I maintain subscriptions with to access hard-to-find information. Many of the competitors were private companies so they weren't required to file any records with the Securities and Exchange Commission. I also used the Internet and in certain instances, the telephone when the information wasn't published somewhere.

The project had a 3-week time frame and the budget was over \$10,000.

Q Who would be your ideal client?

A One that already knows the value of information, has an ongoing need for it and has the budget to pay for it. And is fun!

Q What geographical areas do you cover?

A I'm not geographically constrained which I love. My clients are all over the world and I can run my business from wherever I am in the world. As long as there's digital phone service and an Internet connection I'm in business.

Q What's the hardest thing for you working as a consultant?

A Getting use to not having a salary and 401K company match. I worked for DuPont Pharmaceuticals for 8 years and the realization that every dollar I earn comes directly from my efforts is sobering. If I don't work, I don't get paid.

Q What has MAPC membership done for you?

A Increased my exposure, and provided me with new contacts and professional development opportunities.

