



April 2022

Sole Source Statement – Research

To Whom It May Concern:

Hanover Research is different from any other research service currently in practice because of its exclusive online portal, its proprietary data dashboards, and its subscription model for research delivery. All previously commissioned research (copyrighted materials) is housed in an online, searchable archive to its clients and Hanover Research provides access to a subscription-based, fixed-fee model that is distinct from the per-project pricing of traditional third-party research groups.

Clients receive continuous access to professional and certified researchers, an online library of previously commissioned studies, and proprietary dashboards compiled by institutional data, also known as Data Lab. Our researchers leverage customer and market data through several platforms – including Salesforce, Chmura, Qualtrics, HEP, Tableau, MarketSight, and Igloo – to summarize and analyze data and information. These platforms contain details that Hanover Research collects from its 1,000+ clients across all industry sectors including pharmaceutical, consumer products manufacturing, finance and insurance, education, healthcare, and approximately 20 other major areas. With this information, Hanover Research has developed proprietary methodologies and data assets that are unique to Hanover Research and our employees are the only individuals who have access to this data and information.

Hanover Research meets purchasing codes in many states since it produces and distributes copyrighted materials as the core of its service. The deliverables of Hanover Research are copyrighted reports in PDF, XCL, DOC formats that are the property of the company and are not to be distributed to any other organization. Each client is also provided access to our online education library, which contains 1,000+ original research studies completed on behalf of other higher education institutions.

To our knowledge, currently, no other firms exist that provide continuous, custom research at a fixed cost nor do any other firms offer access to the data assets and the archive of research currently available as a Hanover Research client. For these reasons, we have been named a "sole-source provider" by public, state-funded institutions across 48 states.

This outline should address any questions regarding Hanover Research's designation as a sole-source vendor. Please contact me directly if further clarification is required.

Regards,

A handwritten signature in black ink, appearing to read 'Sid Phillips'.

Sid Phillips
Chief Growth Officer