



2011 ANNUAL SERVICES REPORT

Other Management Consulting Services

FORM
SA-54160E (11-22-2011)

| | |
|--|--|
| Due Date | |
| Need help or have questions? Call 1-800-772-7851 (8:30 a.m. - 5:00 p.m. ET, M-F) or Visit census.gov/econhelp/sas | 140 SAS_G 541618 |
| YOUR RESPONSE IS REQUIRED BY LAW. Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, YOUR CENSUS REPORT IS CONFIDENTIAL. It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process. | <i>(Please correct any errors in name, address, and ZIP Code.)</i> |

| | | |
|---|---|--|
| Return via Internet: census.gov/econhelp/sas | Return via Mail: U.S. Census Bureau 1201 East 10th Street Jeffersonville, IN 47134-0001 | To view Survey Results: census.gov/services |
| Username: <input type="text"/> | | |
| Password: <input type="text"/> | | |

GENERAL INSTRUCTIONS

Throughout this survey, any reference to **"this firm"** is referring to the EIN that is printed in the mailing address area or the new EIN that was provided as a response in 2. Any responses related to "this firm" should only include data for the EIN referenced.

- Any significant change in this firm's operations should be noted in 17.
- For establishments sold or acquired in 2011 or 2010, report data only for the period the establishments were operated by this firm.
- Estimates are acceptable if book figures are not available.
- Enter "0" where applicable.
- Do not combine data for two or more detailed lines.
- Report data on an accrual basis, except for payroll.
- Dollars should be rounded to the nearest dollar.
- If a figure is \$1,030,280,456 it should be reported as →

| Bil. | Mil. | Thou. | Dol. |
|------|------|-------|------|
| 1 | 030 | 280 | 456 |

Include:

- Data for all Services establishments (excluding data for Retail, Wholesale, Manufacturing, Mining, and Construction operations) operating under the EIN printed in the mailing address area.
- Data for auxiliary facilities primarily engaged in supporting services to those establishment(s) such as warehouses, garages, central administrative offices, and repair services.

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1 SURVEY COVERAGE

Did this firm provide the business activities described below?

This report covers all domestic locations that report payroll for the Federal Employer Identification Number (EIN) shown above the address label primarily engaged in providing management consulting services (except administrative and general management consulting; human resources consulting; marketing consulting; or process, physical distribution, and logistics consulting). Establishments providing telecommunications or utilities management consulting services are included in this industry.

Yes

No - Specify this firm's business activity ↴

2 FEDERAL EMPLOYER IDENTIFICATION NUMBER (EIN)

Does this firm report payroll under EIN

Yes

No - Enter current 9-digit EIN **AND** date payroll was first reported for this EIN

| | | | | | | | | |
|----------------|--|--|-----|--|--|------|--|--|
| EIN (9 digits) | | | | | | | | |
| | | | | | | | | |
| | | | - | | | | | |
| Month | | | Day | | | Year | | |
| | | | | | | | | |

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3 ORGANIZATIONAL CHANGE

A. Did this firm experience any acquisitions, sales, mergers, and/or divestitures in 2011 or 2010?

Yes

No - Go to **4**

B. Which of the following organizational changes occurred in 2011 or 2010?

Check all that apply. If more than one organizational change occurred during the reporting period, explain in **7**.

Acquisition

Sale

Merger

Divestiture

Date of organizational change

| Month | Day | Year |
|-------|-----|------|
| | | |

AND

Enter detailed information below **7**

| | | | |
|---|--|----------------|----------|
| Name of company | | EIN (9 digits) | |
| | | - | |
| Address (Number and street, P.O. Box, etc.) | | | |
| | | | |
| City, town, village, etc. | | State | ZIP Code |
| | | | - |

4 REPORTING PERIOD

What time period is covered by the data provided in this report?

Calendar year

Fiscal or partial year - Report beginning and ending dates

| 2011 | | | 2010 | | |
|----------------|-----|------|----------------|-----|------|
| Beginning Date | | | Beginning Date | | |
| Month | Day | Year | Month | Day | Year |
| | | | | | |
| Ending Date | | | Ending Date | | |
| Month | Day | Year | Month | Day | Year |
| | | | | | |

5 Not Applicable.

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6 SALES, RECEIPTS, OR REVENUE

What were the revenues for this firm in 2011 and 2010?

Include:

- Report gross billings, **except** where noted elsewhere on the form.
- Dues and assessments from members and affiliates.
- Amounts received for work subcontracted to others.
- For locations that were sold or acquired during a year, only report for the periods that this firm operated the locations.
- Revenue from services performed by domestic locations of foreign parent firms, subsidiaries, branches, etc.
- E-commerce revenue.

Exclude:

- Transfers made within the company.
- Taxes collected directly from customers or clients and paid directly to a local, state, or federal tax agency.
- Rents from and revenue of separately operated departments, concessions, etc., which are leased to others.
- Commissions from vending machine operators.
- Revenue of foreign subsidiaries (those located outside the U.S., i.e., outside the 50 states, District of Columbia, U.S. Commonwealth Territories, or U.S. Possessions).

1. Management Consulting Services

- a. Strategic management consulting, and consulting combined with implementation** - Providing advice, guidance, and implementation concerning business strategy (e.g., e-commerce) and planning, corporate development and restructuring, and other strategic management consulting services
- b. Financial management consulting, and consulting combined with implementation** - Providing advice, guidance, and implementation concerning management accounting and controllership, and other financial management consulting services
- c. Marketing management consulting, and consulting combined with implementation** - Providing advice, guidance, and implementation concerning projects related to marketing strategy, market development, and sales management and development
- d. Human resources management consulting, and consulting combined with implementation** - Providing advice, guidance, and implementation concerning the development or modification of human resources strategies, policies, practices, and procedures. **Include** consulting on employee pensions and other benefits

| 2011 | | | | 2010 | | | |
|---------|------|-------|------|---------|------|-------|------|
| \$ Bil. | Mil. | Thou. | Dol. | \$ Bil. | Mil. | Thou. | Dol. |
| | | | | | | | |
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| | | | | | | | |
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6 SALES, RECEIPTS, OR REVENUE - Continued

| | 2011 | | | | 2010 | | | |
|---|---------|------|-------|------|---------|------|-------|------|
| | \$ Bil. | Mil. | Thou. | Dol. | \$ Bil. | Mil. | Thou. | Dol. |
| 1. Management Consulting Services - Continued | | | | | | | | |
| e. Operations and supply chain management consulting, and consulting combined with implementation - Providing advice, guidance, and implementation concerning integrated supply chain management, operations management, and logistics management. Integrated supply chain management includes inventory management, warehousing, storage, and distribution services; operations management includes systems and procedures improvements; and logistics management includes production planning and control | | | | | | | | |
| f. Actuarial consulting (except for employee pensions and other benefits) - Providing advice and guidance concerning actuarial matters such as life insurance. Exclude actuarial consulting services related to employee pensions and other benefits | | | | | | | | |
| g. IT technical design, consulting, and development services - Providing advice, expert opinion or testimony on IT-related matters (e.g., hardware and software requirements and procurement, systems integration, systems security), and providing technical expertise to design and/or develop an IT solution (e.g., custom application, networks, computer systems). Exclude advice on issues related to business strategy such as e-commerce strategy | | | | | | | | |
| h. All other consulting revenue - Revenue from all other services related to consulting | | | | | | | | |
| 2. All other operating revenue - Revenue not reported in lines 1a through 1h. Include revenue from implementation services not combined with consulting services, rental or leasing of equipment, and sale or licensing of merchandise. If this item is greater than 20% of the total operating revenue, specify the primary source of the revenue below ↴ | | | | | | | | |
| | | | | | | | | |
| 3. TOTAL OPERATING REVENUE <i>Sum of lines 1a through 2</i> | | | | | | | | |

7 SALES TAX

A. Did this firm collect any sales taxes in 2011 or 2010?

Yes

No - Go to **8**

B. What were the total sales taxes collected in 2011 and 2010?

Exclude excise taxes

| | 2011 | | | | 2010 | | | |
|--|---------|------|-------|------|---------|------|-------|------|
| | \$ Bil. | Mil. | Thou. | Dol. | \$ Bil. | Mil. | Thou. | Dol. |
| | | | | | | | | |

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8 E-COMMERCE

E-commerce is the sale of goods and services where the buyer places an order, or the price and terms of the sale are negotiated, over an Internet, mobile device (M-Commerce), extranet, EDI network, electronic mail, or other comparable online system. Payment may or may not be made online.

A. Did this firm have any e-commerce revenue in 2011 or 2010?

Yes

No - Go to **15**

B. What was the total e-commerce revenue in 2011 and 2010?

| 2011 | | | | 2010 | | | |
|---------|------|-------|------|---------|------|-------|------|
| \$ Bil. | Mil. | Thou. | Dol. | \$ Bil. | Mil. | Thou. | Dol. |
| | | | | | | | |

9-12 Not Applicable.

13 EXPORT REVENUE

An exported service is a service performed for a customer or client (individual, government, business establishment, etc.) located outside the United States (i.e., outside the 50 States, District of Columbia, U.S. Commonwealth Territories, or U.S. Possessions).

Include:

- Services performed for unaffiliated and affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.).

Exclude:

- Services provided to domestic subsidiaries of foreign firms.

A. Did the revenue reported in 6 include any revenue from exports?

Yes

No - Go to **12**

B. What was this firm's revenue from exports?

| 2011 | | | | 2010 | | | |
|---------|------|-------|------|---------|------|-------|------|
| \$ Bil. | Mil. | Thou. | Dol. | \$ Bil. | Mil. | Thou. | Dol. |
| | | | | | | | |

14 OPERATING EXPENSES

What were the operating expenses for this firm in 2011 and 2010?

Exclude:

- Transfers made within the company.
- Capitalized expenses.
- Interest.
- Bad debt.
- Impairment.
- Income tax.

Gross annual payroll

Include salaries and wages, commissions, dismissal pay, bonuses, employee contributions to Social Security, income tax withholding, union dues, group insurance premiums, savings bonds, cash equivalent in-kind, allowances, holiday pay, vacation pay, sick leave, stock purchase plans, and employee contributions to pension plans. **Exclude** the cost of leased employees, employer's cost for fringe benefits, and temporary staff obtained from temporary help services. For unincorporated businesses, **exclude** profit or other compensation of proprietors or partners.

All other operating expenses

Include travel and entertainment; postage, shipping or delivery services; warehousing and storage services; royalties; security services; janitorial and grounds maintenance services; purchased transportation with operators; and other expenses not reported elsewhere.

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14 OPERATING EXPENSES - Continued

| | 2011 | | | | 2010 | | | |
|--|---------|------|-------|------|---------|------|-------|------|
| | \$ Bil. | Mil. | Thou. | Dol. | \$ Bil. | Mil. | Thou. | Dol. |
| 1. Personnel Costs | | | | | | | | |
| a. Gross annual payroll - Total annual Medicare salaries and wages for all employees as reported on this firm's IRS Form 941, Employer's Quarterly Federal Tax Return, line 5(c) for the four quarters that correspond to the survey period or IRS Form 944 Employer's Annual Federal Tax Return, line 4(c). Include the spread on stock options that are taxable to employees as wages | | | | | | | | |
| b. Employer's cost for fringe benefits - Employer's cost for legally required programs and programs not required by law. Include insurance premiums for hospital plans, medical plans, and single service plans (e.g., dental, vision, prescription drugs); premium equivalents for self-insured plans and fees paid to third-party administrators (TPAs); defined benefit pension plans; defined contribution plans (e.g., profit sharing, 401K, stock option plans); and other fringe benefits (e.g., Social Security, workers' compensation insurance, unemployment tax, state disability insurance programs, life insurance benefits, Medicare). Exclude employee contributions | | | | | | | | |
| c. Temporary staff and leased employee expense - Total costs paid to Professional Employer Organizations (PEOs) and staffing agencies for personnel. Include all charges for payroll, benefits, and services | | | | | | | | |
| 2. Expensed Materials, Parts, and Supplies (not for resale) | | | | | | | | |
| a. Expensed equipment - Expensed computer hardware and other equipment (e.g., copiers, fax machines, telephones, shop and lab equipment, CPUs, monitors). Report packaged software in line 3a . Report leased and rented equipment in line 3c | | | | | | | | |
| b. Expensed purchases of other materials, parts, and supplies - Materials and supplies used in providing services to others; materials and parts used in repairs; office and janitorial supplies; small tools; containers and other packaging materials; and motor fuels | | | | | | | | |
| 3. Expensed Purchased Services | | | | | | | | |
| a. Expensed purchases of software - Purchases of prepackaged, custom coded, or vendor customized software. Include software developed or customized by others, web-design services and purchases, licensing agreements, upgrades of software, and maintenance fees related to software upgrades and alterations | | | | | | | | |
| b. Purchased electricity and fuels (except motor fuels) - If the cost of electricity and heating fuels (e.g., natural gas, propane, oil, coal) are included in lease or rental payments, report in line 3c | | | | | | | | |

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14 OPERATING EXPENSES - Continued

| | 2011 | | | | 2010 | | | |
|--|---------|------|-------|------|---------|------|-------|------|
| | \$ Bil. | Mil. | Thou. | Dol. | \$ Bil. | Mil. | Thou. | Dol. |
| 3. Expensed Purchased Services - Continued | | | | | | | | |
| c. Lease and rental payments - For land, buildings, offices, structures, machinery, equipment, and other tangible items. Include lease and rental of transportation equipment without operators and penalties incurred for broken leases. Exclude capital and financing lease agreements and licensing/leasing of software | | | | | | | | |
| d. Purchased repair and maintenance - Include expensed repair and maintenance to buildings and integral building components (e.g., elevators, heating and cooling systems), structures, offices, machinery, vehicles, equipment, and computer hardware. Exclude materials, parts, and supplies used for repair and maintenance performed by this firm's employees. Report janitorial and grounds maintenance services in line 4c | | | | | | | | |
| e. Purchased advertising and promotional services - Include marketing and public relations services | | | | | | | | |
| 4. Other Operating Expenses | | | | | | | | |
| a. Depreciation and amortization charges - Include depreciation charges taken against tangible assets owned and used by this firm, tangible assets and improvements owned by this firm within leaseholds, tangible assets obtained through capital lease agreements, and amortization charges against intangible assets (e.g., patents, copyrights). Exclude impairment | | | | | | | | |
| b. Governmental taxes and license fees - Payments to government agencies for taxes and licenses. Include business and property taxes. Exclude income taxes and sales and excise taxes collected from customers | | | | | | | | |
| c. All other operating expenses - All other operating expenses not reported above, unless specifically excluded in the general instructions. Include office postage paid and package delivery. Exclude purchases of merchandise for resale and non-operating expenses. If this item is greater than 20% of the total operating expenses, specify the primary source of the expenses below ↴ | | | | | | | | |
| 5. TOTAL OPERATING EXPENSES <i>Sum of lines 1a through 4c</i> | | | | | | | | |

15 and 16 Not Applicable.

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17 REMARKS - Please use this space to explain any significant year-to-year changes, to clarify responses, or indicate where data were estimated.

18 CONTACT INFORMATION

| | | | | | | | | | | |
|---|-----------|--------|--|-----------|-----------------|-----------|--------|----------|--|--|
| Name of person to contact regarding this report <i>(Please print)</i> | | | | | Title | | | | | |
| | | | | | | | | | | |
| Address (Number and street) | | | | City | | | State | ZIP Code | | |
| | | | | | | | | | | |
| Telephone | Area code | Number | | Extension | Fax | Area code | Number | | | |
| | | - | | | | | - | | | |
| E-mail address | | | | | Website address | | | | | |
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Public reporting burden for this collection of information is estimated to average 3-6 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Paperwork Project 0607-0422, U.S. Census Bureau, 4600 Silver Hill Road, AMSD-3K138, Washington, DC 20233. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0422" as the subject. Please include form name and number in all correspondence. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget. This 8-digit number appears in the top right corner on the front of this form.

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