

MARKET INTELLIGENCE

Profiling Competitive Intelligence

Our team of experienced market and competitive intelligence analysts continually track developments in the marketplace and follow competitor activity. This enables us to generate specific deliverables that can address the needs of a diverse client base ranging from quick competitive snapshots to competitive deep dives.



Business competition today is more complex, and multi faceted than ever before. Thus organizations must be fully aware of all competitive activity to consistently thrive. Staying a few steps ahead is critical, even a necessity to the survival of some organizations.

How We Build Competitive Intelligence Profiles

- Overview and Company Profile
- Competitive Advantage Analysis
- Marketing Strategies
- Channel Strategies
- Segment Strategies
- Market Share
- Target Market
- SWOT Analysis

Our approach involves continuous market and competitor tracking and multi faceted intelligence delivery.

A 360 Discovery approach to competitive intelligence enables our team to produce critical information from varied sources, including data analytics reports, and specific monthly, and annual company reports. We carefully synthesize secondary and syndicated data. Additionally, our dedication to primary research, and social media intelligence provides a comprehensive competitor profile analysis as well as market share tracking.

Our market intelligence is designed to help our clients better define their position and offerings relative to the competition, and further discover new opportunities and strategies to build competitive advantage.

CI Solution Offerings

Competitor Profiles

Competitive deep-dives

Channel and Partner Analysis

Battle Cards

Innovation Tracking
(Patents, R&D Moves)

Mergers & Acquisitions Analysis

