

Objective / Benefit	Modules						
	Alerts & News	Documents & Research	Staff Intelligence	Patents & Lawsuits	Sales	Marketing	Reports
OBJECTIVE: INCREASE REVENUE							
New Sales Prospects Identify new prospects who may be entering the buying cycle for your products and services					●		
New Partner / Resellers Identify new partners and reseller channels to increase revenue	●					●	●
New Marketing Leads Generate more sales leads from your website and marketing efforts	●					●	
Increase Close Ratios Provide prospect intelligence to sales team and increase close ratios					●		
Improve Sales Positioning Provide competitor knowledge to sales team to increase close ratios	●	●	●	●			
Exploit Customer Lists Identify competitor customer lists to win them away			●		●		
Up-Sell Opportunities Identify current customers who may need to increase their contracts					●		
Targets of Acquisition Identify new acquisition targets	●	●				●	●
Increase Profit Margins Optimize margins by understanding competitor pricing		●	●	●			
Product Improvements Build better products by providing insights into market movements, industry trends and competitor plans	●	●	●	●		●	
Recruit Top Sales Performers Identify and recruit away competitor's top sales representatives			●		●		

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OBJECTIVE: DECREASE EXPENSES / OPTIMIZE EFFICIENCY							
Reduce Optimization Costs Save on the cost of website optimization / web marketing research						●	●
Cut Market Research Time Decrease the amount of time your staff spends on market research	●	●					
Save Executive's Time Save precious executive time staying abreast of competitive landscape	●						
Cut Legal Research Costs Reduce legal expenses researching trademark and patent issues				●			●
Automate Event & Campaign Tracking Reduce time spent tracking competitor marketing events and campaigns	●	●					
More Exposure in Less Time Save time identifying PR and industry exposure opportunities						●	
Save Time on Strategy Save time developing strategic messaging and positioning	●					●	
Quick New Hire Integration Reduce new employee training time on industry and competitors	●	●					
Improve Knowledge Sharing Optimize intelligence sharing and delivery through enterprise platform	●						
Retain / Hire The Best Staff Lower recruiting costs by targeting competitor employees looking to change			●		●		
Generate Executive or Sales Team Briefings Save on effort required to create briefings and provide needed intelligence to the groups that need it	●						
Content Repository Submit internal content to be shared through enterprise intelligence repository	●						

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OBJECTIVE: REDUCE BUSINESS RISK							
Protect from Being Blind-sided Reduce risk of being blindsided by competitors strategy moves	●	●	●	●	●	●	●
Know Strengths & Weaknesses Understand competitors operational strengths and weaknesses	●	●	●	●			
New Competitors & Threats Uncover new competitive threats before they cause an impact	●					●	●
Stop Data Leakage Identify proprietary data leaking out of your company and develop strategies to prevent it	●	●	●				
Employee Retention Highlight key employees out searching for new positions and focus on retaining them			●				
Uncover Competitor Growth Plans Monitor competitor job openings to understand growth plans and strategy	●						
New Sources of Knowledge Identify industry and other intelligence sources to probe for deeper insights	●	●	●	●		●	
Patent Tracking for R&D Monitor competitor patent filings for R&D direction before they are made public				●			
Ensure Successful New Product Launches Monitor competitor offerings and marketing strategies before entering new markets	●	●	●	●	●	●	●
Trademark Abuse Identify competitors or partners misusing your trademarks and brands						●	●
Better Decisions Reduce risk of poor management decisions with industry and competitive insights	●	●	●	●	●	●	●