

# ALIGNING SALES & MARKETING ON KEY INTELLIGENCE TOPICS

## Hospitality Software Developer\*

An international developer and marketer of enterprise solutions for the hospitality industry came to CI Radar for help with monitoring the competition for their nine products and tracking market changes in the nine different verticals they serve.

## KEY RESULTS

- Saved the market research analyst 8 hours a week on manual intelligence gathering activities.
- Daily and weekly newsletters now go out to more than 50 stakeholders in different departments and locations across the country.
- Helped the marketing, sales and product teams develop a formal process for their competitive intelligence program internally.

\* Company name withheld for confidentiality

## BEFORE CI RADAR

There really wasn't much of a process. Prior to coming on board, just the amount of time [we] were spending to capture intelligence was tremendous.

Say, we have a property management software, it's a cloud-based platform, and I would sit for hours upon end, looking at the different competitors that we have that we're going up against. There are quite a few. So I'm spending all this time going through their websites, looking for whatever important information I may be trying to dig up. And it's very time consuming, because I have to compile that information."

## WITH CI RADAR

"From a value-add standpoint, it's definitely helpful for my sales and marketing group. They wanted me to corral a lot of this intelligence on our competitors out there, and to find a way to get that information to the field. CI Radar really helps us tremendously.

"Sales folks are extremely positive, because they're getting this information. product managers like to be able to log into the site and do searches on just who they're going up against on a regular basis.

"It's probably saving me a day a week. And that's a very conservative estimate. And, I'm able to allocate (time to other things) instead of sitting here and searching for all this information one by one for each competitor, it's all right there.

"With CI Radar, I can find the information quickly and turn it around and get it back out there – the good the bad and the ugly – and they can read it. They really like being able to quickly see what's going on out there. From an industry perspective, and from a direct competitor perspective."