

## **CIS Case Studies:**

### **Competitor Monitoring – News and Software Provider**

#### **Benefit to Client:**

A continuous understanding of competitors' activity and strategy in key markets across North America and Europe. Monthly updates and instant reporting of key events as they occurred.

#### **Client Need:**

Our client required relevant and timely intelligence in order to ensure senior level stakeholders remained informed of key developments in the market, as well as future strategy implications over a five-year period.

#### **Approach:**

CIS conducted ongoing monitoring and analysis of 8-10 global competitors covering a variety of areas including:

- Changes in organization structure/regional reporting lines
- New key areas of focus and investment according to product and geography
- Changes in key personnel
- Key product launches and R&D focus
- Expansion strategy (organic vs. acquisition based)
- Scenario analysis on rumoured changes in competitive landscape
- Future strategy

*Methodology:* Secondary intelligence gathering, telephone-based primary intelligence gathering, competitor analysis, quarterly news updates, weekly newswatches, Strategic SWOT Analysis, Four Corners Analysis, 'So What' Analysis

#### **Solution:**

Utilizing the intelligence gathered, CIS was able to provide the client with recommendations and conclusions with regards to:

- Competitor product and geographic focus
- Timeline for key product launches and innovation
- Key personnel influencing competitor strategy and regional operations
- Competitor reaction to anticipated market trends
- Likely future strategy and key areas of future threat to client
- Likely M&A activity

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