

CLIENT SUCCESS STORY

COMPETITIVE INTELLIGENCE



As the industry leader in corporate tax software development, this company is constantly looking for innovative new ways to serve its customers and retain its position in the market.

With so many competitors and new innovations entering the market, the organization could not continue to handle all intelligence gathering in-house and sought a solution that would alleviate the burden on internal resources without having to allocate funds for a full-time person.

BEFORE CI RADAR

“Ten years ago, our CI team was struggling to keep up with demand from executives and cross-functional teams for daily and weekly reports on competitors and innovations. At that time, we couldn’t justify adding another person to the team so we asked the team to find a tool that would reduce the amount of manual research they had to do, and if possible, automate report delivery.”

WITH CI RADAR

“Now, 10 years later, it’s hard to picture what our process was like before we had [CI Radar]. This tool has easily saved us hundreds of thousands of dollars over the years by gathering and filtering through information for us, and delivering it all to us in convenient email alerts every day. Our CI team enjoys working with their dedicated analyst and relies on the daily and weekly briefings as a strategic guide for all research activities.

In our experience, the value of the intelligence, in addition to the automation capabilities and price point, there isn’t a better tool out there than CI Radar.”