



CLIENT SUCCESS STORY

MARKET INTELLIGENCE

To keep sales and marketing aligned on key competitor movements, brand positioning and market share, the global leader in enterprise workforce optimization software was looking for a scalable intelligence gathering tool.

For the past 7 years, CI Radar's custom email briefings and distribution lists, have not only kept sales and marketing teams aligned, but also provided key intelligence updates to hundreds of employees across the organization.

BEFORE CI RADAR

"For our team to stay on top of the market and always keep a pulse on our competitors' activity, it would take a lot of time and wasn't sustainable for the cost incurred to in resource allocation. We weren't able to dedicate a full-time person to intelligence gathering, so we needed a tool that could serve in place of that."

WITH CI RADAR

"Because of the role I'm in [director, market intelligence] I rely on it heavily. I read the alerts every morning. I also look forward to the documents email alerts that come out every Thursday.

I think it's hard to compete today without this type of knowledge. It saves a lot of time from going to our main competitors because we have 50 listed, but of the 50 I would say 10 are really tier one competitors and to go and try to keep up with what they're doing without [CI Radar] would be incredibly time consuming."