



CLIENT SUCCESS STORY

PRODUCT MANAGEMENT

After 75 years in business, an innovative postal software company recognized the need for a comprehensive competitive research tool that would save time and fuel business growth through new product innovations.

After searching high and low for the right solution, CI Radar was the only intelligence tool that offered everything the company needed, including a free 90-day trial to prove the value of our CI solution.

BEFORE CI RADAR

“We have a small product staff. Because we didn’t have the resources to pay someone to pay attention to each of our competitors, we found that when competitors released something into the market our customers and sales people were finding out before we knew.”

WITH CI RADAR

”We no longer expend any energy trying to manually track down what’s going on with competitors. I depend on the daily digest to give me a summary of who’s active. Our ability to get insight into what our competitors are doing without dedicating a body to it is extremely helpful. We’re very happy with the information we get. It gives us a real leg up over what we used to do. When you want to be ready to tactically respond to market events, you can’t be on your back foot.”