

iSeer™ Competitive Intelligence

Delivering Tomorrow's Market Intelligence, Today.



Business never stands still. Partnerships and joint ventures occur overnight, and product innovations change just as quickly. In this environment, up-to-the-minute knowledge is crucial.

To address these needs, iSeer has developed the *Competitive Intelligence Solution (CIS)*. Analysts can quickly uncover opportunities and threats within their business environment in minutes, not weeks. Our proprietary solution identifies, collects, and organizes all relevant competitive intelligence in a *single* location. Our full featured solution can provide you with:

Executive Summary

Need to know about your competitor – fast? This is the place. Find quick facts, strategic focus, industry analysis, internal analyst's perceptions, financial highlights, and key strengths and weaknesses.

The screenshot displays the iSeer ResearchCommunity interface for a competitor profile. The main content area is titled "Competitor Profile" and includes several sections:

- Strategic Intent:** A text box describing the "Dell Model" as a strategy of driving down prices on commodities to gain market share.
- Top Level Key Financials:** A pie chart for FY 2003 showing 40% Revenue and 17% Op Profit.
- SWOT Analysis:** A central section with four columns: Strengths (e.g., "Ability to sell direct to customer"), Weaknesses (e.g., "Low margins in personal computer"), Opportunities (e.g., "Strong expansion into services"), and Threats (e.g., "Skilled IT workers are easier to find").
- Recent Internal Competitor Assessments and Alerts:** A list of alerts, including one for "Dell Q4 2003.xls" with a "no rating" and another for "Dell Q3 2003.xls" with a "1 User Rating".

Breaking Announcements

Recent mergers, new partnerships, industry regulations, patent filings, technology advancements, new competitive or complementary products - this is the information analysts need to identify potential opportunities and threats.

Competitive Landscape

Sometimes it helps to see the bigger picture. Our at-a-glance visuals aid your planning efforts by displaying competitive benchmarks according to revenue, market share or any metric you follow.

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Customer Information

Learn about your competition's best customers. Who are they? How much do they spend yearly, and is that amount increasing or decreasing? More importantly, are they a threat to your existing customer base? Better understand your competitor's most valued relationships using this information.

Competitor Profile: Tech, Inc.

Desktops

- Good general functionality. Designed for families and students.
- Attack Points:**
 - Performance with 120GB hard drive
 - Competitive cost structure
- Weaknesses:**
 - Port expansion
 - Not designed for future expansion

	Tech System 1200	Comp 597
Price	\$499	\$599-\$699
Market Share	22%	22%
Channel	Retail	Business, Retail

Handhelds

- Tech 3700: A full featured, a competitive product.
- Attack Points:**
 - Powerful processor, integrated WiFi
 - Competitive cost structure

	Tech 3700	Comp 445
Price	\$399	\$499
Market Share	12%	12%
Channel	Retail	Retail

Notebooks

- Tech - Vision 22: This system, housed in a notebook chassis, utilizes Pentium M processors with 1MB L2 cache.
- Attack Points:**
 - Uses industry standard architecture
 - Competitive cost structure
- Weaknesses:**
 - Limited R&D spending on software
 - Enters proprietary products

	Tech Vision 22	Comp V45
Price	\$1,200	\$1,499-\$1,599
Market Share	20.5%	10%
Channel	Business	Business, Retail

Product Roadmaps

Products change frequently. Constantly monitoring the vast and evolving collection of products can be a daunting task. Our solution has made this simple by organizing product descriptions, pricing models, support plans, future roadmaps, and more in a single location.

Whether you need better access to competitive information or simply need a better approach to organizing it, the iSeer™ CIS can help.

About iSeer

In 1996, iSeer was founded in Seattle, Washington to address the need for specialized market intelligence solutions. Today, we help industry leaders in manufacturing, technology, communications, healthcare and professional services. Our services are distinguished by our leadership, reliability and responsiveness.

WANT TO SEE MORE? For additional information about iSeer™ *Competitive Intelligence* or our other product offerings, contact Andrew Toyota at (206) 388-3178 or info@iseer.com.