

COMPETITIVE INTELLIGENCE

Knowing what competitors are doing and predicting what they are going to do is the essence of competitive intelligence. Fletcher/CSI is able to legally and ethically procure competitor data and develop it into useful conclusions. Accurate answers are produced in as little as 24 hours.

CASE STUDY

A small, high-tech client planned to introduce a product similar to one being launched by three large, national competitors. An investigation by Fletcher/CSI showed that the launch promotions created by those competitors were a ruse and that the products would not be available for several months. As a result, the client was able to turn that extra time into market leadership.

CASE STUDY

An electronics firm was considering which products to develop in response to opportunities created by the Internet. Using Market Research and CI, Fletcher/CSI created a multi-level analysis which prepared the client for several potential scenarios and helped it to maximize profit based on each outcome. The client changed strategies to exploit a most likely scenario and began to push technology to make that scenario a reality.

MARKET RESEARCH

Fletcher/CSI examines the market for a current or potential product in a broad scope to identify customers, suppliers and competitors worldwide. Corporate alliances and market trends are revealed for greater perspective, delivering accurate data for sales and marketing strategies.



ADAPTIVEINTELLIGENCE_{SM}
for
Competitive Advantage

**Decision Support
and Training on
Competitive and Market
Issues for
Senior Management**

The Global Leaders in ADAPTIVEINTELLIGENCE_{SM}

ADAPTIVEINTELLIGENCE_{SM} uses the full range of data collection tools and techniques to complete comprehensive analysis of competitors and markets. Linking primary and secondary data collection with qualitative and quantitative tools and analysis, ADAPTIVEINTELLIGENCE_{SM} provides the most reliable solutions to complex business problems.

STRATEGIC PLANNING SUPPORT

Fletcher/CSI provides vital data in a timely fashion to support clients' strategic plans. Primary research provides quick, accurate responses to fill in the missing data that effectively completes annual strategic plans. Results integrate seamlessly into client reports, improving the effectiveness of the strategy.

CASE STUDY

A financial services company seeking to expand by acquisition had looked at hundreds of potential targets before engaging the services of Fletcher/CSI. Using an extensive network of international contacts and conducting exhaustive primary research, Fletcher/CSI pared down the list and enabled the completion of the strategic plan, which clearly identified acquisition viable targets.

COMPETITIVE PRICING ANALYSIS

A key part of an organization's strategic planning process is analyzing the pricing strategies employed by their competitors. Fletcher/CSI's team of management consultants provides the competitive pricing analysis critical to your success.

CASE STUDY

A large, national communications client was interested in keeping abreast of market prices and trends. Fletcher/CSI developed an ongoing program to provide competitive pricing data from markets across the country. This timely information prevented pricing spirals and needless fluctuations. Pricing was adjusted in precise and orchestrated moves to keep in line with competition.

SALES AND MARKETING INTELLIGENCE

Fletcher/CSI can design and implement a fully integrated sales force competitive intelligence program to incorporate into your company's Sales, Customer, or Knowledge Systems. Our team will assure your sales force is receiving relevant and useful tactical intelligence and positioning statements.

CASE STUDY

A telecommunications company harboring a vast, yet disorganized storehouse of competitive information needed a way to identify its internal information holders, organize the information and provide an interdepartmental mechanism to share the information. Fletcher/CSI worked closely with the company's competitive intelligence department to design and implement an integrated, web-based and manual competitive intelligence information collection and distribution system.

COMPETITIVE INTELLIGENCE INTEGRATION SERVICES

Fletcher/CSI's team of professional process development and management consultants will help your organization build the competitive intelligence system it requires to assure that useful intelligence gets to the right people in a timely manner.

- COMPETITIVE INTELLIGENCE
- MARKET RESEARCH
- STRATEGIC PLANNING
- COMPETITIVE PRICING ANALYSIS
- SALES AND MARKETING INTELLIGENCE
- COMPETITIVE INTELLIGENCE INTEGRATION