

## Compete. Intelligently.

Could your company be more competitive? Win more new business? Improve sales and marketing performance? Find better strategic partners or acquisitions? React faster to changes in the external market environment? Grow the bottom line more quickly?

To be more competitive is simple – it just takes intelligence. Intelligence about the markets that you compete in, the companies that you compete with, the customers that you do business with, and the prospects that you would like to do business with.

The award-winning AttaainCI system provides company and market intelligence to help you be more competitive. With AttaainCI, you gain insight into current competitor activities and a deeper understanding of customer and prospect motivations along with a wide range of additional strategic decision making information that you need to compete more effectively in your markets.



**Research: Identify and explore the latest intelligence on competitors, sales prospects, customers, partners, markets, industries and more.** AttaainCI subscribers have full access to Hoover's Inc., proprietary business information on over 65 million companies and 85 million executives worldwide, as well as regularly updated profiles of over 700 industry sectors. In addition to comprehensive company and industry profile information, AttaainCI provides a wide range of real-time information on the latest developments, "web 2.0" and "social media" activity, web marketing metrics and other up-to-the-minute intelligence on companies, people and markets of interest.



**Tracking: Capture and categorize information into meaningful groupings according to the business structure of your company.** AttaainCI allows you to track and summarize intelligence on companies, people and markets according to your own customized Lines of Business, as well as by Class of relationship to your company (e.g., competitors, customers, prospects, partners, etc.).



**Analysis: Analyze, contrast and compare the business strategies, tactics and web-marketing activities.** Generate ad-hoc reports on groups of companies that you track detailing the latest news, announcements, social media mentions, hiring activities, patents, etc., plus key web marketing metrics such as search engine rankings and weighted exposure, web pay-per-click advertising activities, web site keyword usage, inbound and outbound links, website collateral, web traffic trends, keyword trends and more.



**Collaboration: Share important documents and business information confidentially between team members.** AttaainCI enables collaboration among company team members to encourage orderly sharing of internally gathered intelligence. The AttaainCI Documents Module enables robust, confidential, web-based document sharing directly within AttaainCI. AttaainCI also makes it easy to capture, classify and share competitive and market intelligence through the use of rich, user-created Intelligence Tags to highlight crucial information and flag important intelligence for team members.



**Summarization: Get up-to-the minute Dashboard summaries for all of the companies, people and markets that you track.** View up to the minute snapshots of the activities of your competitors, customers, prospects, partners, your own company, market segments and more – filtered by Classes and Lines of Business for all of the companies, people and markets that you track.



**Notification: Receive individualized e-mail alerts with updates on the specific areas of interest to each user.** Individualized e-mail alerts can be configured by each AttaainCI user to provide regularly scheduled updates on the intelligence areas of primary interest to that user. In addition, e-mail notifications can be sent by the system to alert other selected users of new information captured in AttaainCI Intelligence Tags.