

CurrentCOMPETE Compare Companies

Select companies to compare with side-by-side listings.

Read and compare analyst perspectives on selected companies' market and sales strategies.

Read and compare companies' **Strengths** and **Weaknesses**, with a focus on actionable intelligence.

Read and compare **Recommended Actions** for the companies, their competitors, and customers.

The screenshot displays the Current Analysis COMPETE web application interface. It shows a comparison between Alcatel-Lucent and Cisco. The interface includes a navigation menu, a list of selected companies, and a detailed analytical comparison. The comparison areas include Analytical Summary, Description, Markets/Sales Strategy, Strengths, Weaknesses, Recommended Vendor Actions, Recommended Competitor Actions, and Recommended End User/Customer Actions. The analytical summary provides insights into the companies' market positions and strategic initiatives.

Service Info



Primary Audience
Marketing
Product Managers
Sales
Executives

Benefits

- ✓ Save time comparing your most important competitors' strengths and weaknesses
- ✓ Compete more effectively by employing recommended sales tactics and positioning
- ✓ Save time preparing for opportunity analysis and sales close plans

Current Analysis

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