

Market Dashboards

Current Analysis Market Dashboards consolidates all of the latest analysis on an individual market in a single convenient view.

Latest Event Reports provide perspective and actionable intelligence on recent events and announcements.

Company Assessments offer in-depth analysis on all the leading companies in the market.

Product Assessments evaluate leading products in the market, ranking them on key customer buying criteria.

Market Assessments identify short- and long-term drivers in key market segments, and rate leading players.

The screenshot displays the Current Analysis Market Dashboard interface. It features several key sections: 'Intelligence Reports' with a list of reports such as 'Assessing the Recession's Impact on Optical Equipment Sales' and 'Nortel's MEN - The Last One on the Dance Floor'; 'Company Assessments' for 'Optical Infrastructure' listing companies like ADVA Optical Networking, Alcatel-Lucent, and Cisco with star ratings; 'Market Assessments' for segments like 'Metro Access Systems' and 'Metro Core/Regional Edge'; and 'Product Assessments by Class' comparing products like Alcatel-Lucent 1000 DPH and Cisco ONS 15310-MX3. A circular callout on the right highlights the 'Company Assessments' section, and another callout at the bottom highlights the 'Product Assessments' section.

Service Info



Primary Audience
Marketing
Sales
Executives

Benefits

- ✓ Understand how to position products and services to take advantage of market drivers
- ✓ Avoid confusion by establishing clear and consistent market definitions
- ✓ Increase awareness of key competitors and their relative market rankings

Current Analysis

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