



Advisory and Consulting Services

Benefits

- » Invaluable face time and advice from the industry's leading experts.
- » Tactical recommendations that improve efficiency and win more business.
- » Customized analysis provides 360 degree view of competitor products, services strategies, vulnerabilities, strengths and weaknesses.

In a highly competitive and rapidly changing market, there is no universal view or strategy that each company and/or group will adopt. Current Analysis recognizes that each company, group, and individual has unique pains and needs. For that reason, we have created the Client Solutions Group (CSG). Comprised of our most senior and experienced analysts, the CSG works closely with our Customer Intelligence and Channel Support teams to provide comprehensive solutions to customers.

Competitor Insight

Battlecards

Battlecards provide sales teams with critical competitive corporate information and insights on how a competitor is approaching the market.

Custom Assessments

Custom Assessments are structured similarly to our syndicated company, market, and product assessments but are more customer-specific. Custom Assessments are available for *Companies*, *Products*, *Markets* or *Solutions* and can include a regional overlay to provide a geographical focus.

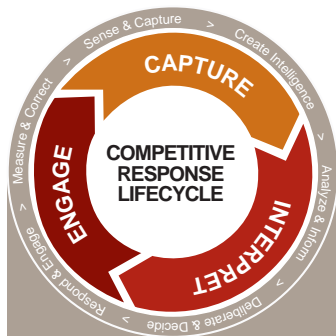
Strategic Insight

Executive Advisories

Sessions designed to give select client executives, managers, and key personnel insight into changes in the competitive landscape. These are long or short term retainer-based services designed to give executives freedom to engage Current Analysis' most senior analysts in private, one-on-one discussions.

Competitive Strategy Development

We will help craft a successful competitive strategy that will meet a client's corporate and product positioning goals in the short and long term and will take into consideration a client's unique strengths, weaknesses, and constraints. We work interactively with our clients to create a strategy that is both unique and practical.



Primary Audience

- Sales
- Product Marketing
- Competitive Intelligence
- Product Management
- Corporate Strategy

Customer Insight

Battleplans

Battleplans are strategic target market planning tools that identify key opportunities, decision makers, and vulnerable competitors within the scope of a client's offerings.

Message Testing & Development

This type of engagement helps our clients craft sales and marketing messages that have a powerful impact on the target customers.

Win / Loss Analysis

Provides an unbiased, third-party look into past sales events to capture successful techniques and gain from identified lessons learned. Clients can use lessons-learned information to improve win rates and track improvements when conducted on a recurring basis.

Product Insight

Product Portfolio Competitive Review

Analysis of specific customer products, solutions, and services against competitors across a wide scope of competitive vectors: product, marketing, sales, channels, pricing, communications, or other key differentiators.

Product Concept Testing

Technology companies are often challenged to develop competitive new products while meeting short windows of opportunity. Success requires effective decision making about product features, packaging, positioning, and pricing.

Economic Insight

Pricing Research

The teams work together to provide you with regularly-updated pricing intelligence for your market - focusing on standard pricing, promotional pricing, and analysis of trends that can affect your business model.

Training & Education

Speaking Engagements & Webinars

Senior analysts from Current Analysis will develop custom presentations to deliver to sales and user group conferences as well as real-time and pre-recorded presentations for delivery via the web.

Competitive Response Programs

Our Best Practice Workshop reviews today's leading-edge practitioners of competitive response processes, while the Competitive Response Assessment measures your own organization's processes and shows how to improve your competitiveness based on our best-practices model.

Contact us today to learn more:

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