

# GAIN A 360° VIEW ON YOUR COMPETITION

## WITH A-INSIGHTS

### USE CASE: EXPAND YOUR BUSINESS INTO NEW MARKETS

- 1.** Sandra goes from monitoring her US competitors only to adding European and Asian players into the mix.
- 2.** She sees that 4 players have above-average growth in Europe, which is a market of interest for her organization's future growth. She needs to confirm this intuition.
- 3.** She leverages local filings and sees that the growth specifically come from France, Italy, and Switzerland.
- 4.** She dives into supply/demand and learns what product category is driving growth in these strategic markets.
- 5.** She adds News & Trends and Manufacturing Intelligence into the mix and understands that France is a strategic place to build her new plant.



---

### WE'D LOVE TO KNOW HOW EXACTLY YOU USE YOUR MARKET INTELLIGENCE

**Share your specific use cases with us**, so we can pursue the discussion beyond the webinar and get back to you with tailored best practices.



**SHARE YOUR USE CASES WITH US**