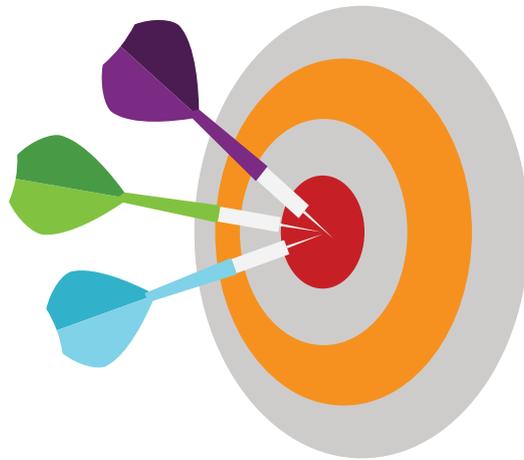


Competitive Intelligence

It's vital to know what the competition is planning!



Your knowledge is decisive for you to get ahead of the competition

Qualified access to extensive information about the competition is absolutely vital for your company's success. Finding the relevant information, assessing it in the context of your own company and drawing the right conclusions are major challenges. TNS Business Intelligence has been helping you keep an eye on your competitors for more than 25 years.

An increasing amount of information about the competition can be found on the Internet. With the new offerings of the Web 2.0, with many social networks, blogs and forums, you can acquire valuable details about your competitors and their customers.

Unique about us: with TNS Business Intelligence you can obtain up to 50 per cent of your data from exclusive sources that are not available on the public Web. Consequently, with our exclusive Competitive Intelligence information you are able to estimate your competitors precisely and consolidate or improve your position in the market.

We answer your questions about the competition

Examples of your questions about companies and brands

- How are my competitors/their brands positioned in the market?
- How have my competitors changed their strategies and business models?

- What opportunities do my competitors have on the markets that are relevant to me?
- What image do my competitors have in traditional and online media?
- What image do the brands of my competitors have in traditional and online media?

Examples of your questions about products and services

- What product portfolio does the competition offer and at what price?
- What products are being launched in the market and which are being planned?
- How satisfied are consumers with the individual products from my competitors?
- How do customers discuss the strengths and weaknesses of my competitors' products and services on the Web 2.0?
- How do my own products and services compare with those of the competition?

Examples of your questions about communication and marketing

- What communication and marketing strategies are my competitors pursuing?
- How do my competitors use the new media (Web 2.0, Twitter, etc.)?
- What is the response to my competitors' communication and marketing campaigns (e.g. in forums and blogs)?
- How much do my competitors spend on communication/marketing campaigns?

Your tailored observation of the competition

The information that is determined exclusively for you (up to 50 per cent of this data is not freely available on the public Web) is customised according to your individual requirements: adhoc or continuously.

Examples:

- **Competitor FactBook**
A detailed dossier about single or several competitors, including strength-weakness analysis.
- **Competitor Monitoring**
Regular observation of competitors' activities in all media (Internet, print, online). The relevant sources are chosen by experienced industry experts, if you want to avoid information overflow. The delivery frequency ranges from daily to monthly. By filtering out the key competitor data we deliver extremely targeted and relevant information.
- **Strategic Competition Analysis**
Analysis of the strategic manoeuvres of the competitors in a strategy profile.
- **Competitor Performance Measurement**
In collaboration with you in a continuous project we define key indicators that can be tracked regularly and compared directly with your company's performance.
- **Competitor Portal**
All results can be provided in a password-protected database. We supply directly to your desktop. Our reporting tools facilitate interactive utilisation of market information and direct comparisons with your company.

It is worthwhile for you to work together with TNS Business Intelligence

- **Exclusive, user-specific research**
With TNS Business Intelligence you have access to worldwide leading providers of business information; in other words, 25,000 sources that are not accessible via the Internet. You have access to exclusive information that is available only in the TNS Research Network.
- **Continuous Competitor Monitoring**
With continuous competitor monitoring TNS Business Intelligence offers you an early warning system, so that you can anticipate competitor's actions rather than to react to them.

- **Consultant support**
Our consultants are highly qualified when it comes to desk research, field research, methods and industries. They personally help you to determine the relevance of the information and gain a knowledge lead over the competition.
- **High-quality, exclusive interviews**
Targeted interviews with suppliers, dealers or industry experts verify, evaluate and analyse the information about the competition.
- **Research on the Internet and in Web 2.0**
With Social Media Insights you can be sure to evaluate the entire Internet, including the content of consumer websites, online news and social media, such as forums and blogs.
- **Latest opinions**
To tackle specific questions, topical issues can be incorporated in TNS's weekly omnibus surveys. This provides you with the very latest information.
- **International consumer panels**
TNS records buying behaviour for consumer goods in more than 75 countries via consumer panels. This allows to determine market shares, shopping locations, target groups, etc., e.g. on a brand level.
- **Global advertising tracking**
Through our membership in the global Kantar Group we can accurately track the advertising activities of your competitors in all media.
- **Reputation tracking**
An analysis of your image compared to the competition as reflected in the current print and online press provides important information.

About TNS Business Intelligence

TNS Business Intelligence is the desk research expert for TNS Global and the Kantar Group and is thus part of one of the world's leading market research and consulting companies. TNS Infratest has been delivering „consulting through research“ and, consequently, management support for knowledge leads and decision-making security to national and international customers in almost every industry and sector for more than 60 years.

TNS Business Intelligence is a member of the Society of Competitive Intelligence Professionals (SCIP).