



ONE STEP AHEAD

Get the world's most relevant insights on the go

ONE STEP AHEAD

Companies nowadays have more information available than they can process. Almost a billion websites, plus blogs and media from regional newspapers from India all the way to Argentinian TV stations. So nothing should stop you from identifying supply chain risks in time, or grasping sales opportunities faster than your competitors, right? But, managers are still annoyed when they get a piece of information too late. This doesn't have to be the case.

"If you digitalize a horrible process, you'll end up with a terrible digital process," says Thorsten Dirks, head of Telefónica Germany at the 2015 Economic Summit from *Süddeutsche Zeitung*. The same applies to the buzzword "big data": No one has the time nowadays to browse hundreds of websites each day to filter and then combine the most important data. You'd get a headache that no amount of pills could cure. And, senior executives don't want to waste a minute filtering out irrelevant information. But how do you get your hands on the 5 most important pieces of news from around the world?

DEFINITION OF BIG DATA

Big data describes the extraction and economic use of all decision-relevant insights from information of varying quality and structure, which is subject to rapid change and available in an unprecedented scope.
Quelle: www.bitkom.org

IMMEDIATE KNOWLEDGE IS INDISPENSABLE

Speed and creativity are increasingly important for business success. Insurance salespeople, for example, should have facts and changes among clients and prospects ready on their devices at least on a daily basis. This allows them to recognize potentials and act faster than the competition. Risk Management should know very early about fire hazards at a Chilean plant or strikes at US seaports. This information can save international corporate, banking and insurance managers millions and shield companies against serious damage to their reputation. After all, NGOs like to look very closely at what international corporations are doing. Current information is also important in order not to endanger certifications by the ILO (International Labor Organization) or participation in the UN Global Compact. The right insights allow you to react, for example, if suppliers are using child labor.

TRANSPARENCY IS KEY

Transparency is crucial for success, especially in interrelated global supply chains. A 2016 study by DHL ² says that supply chain disruptions can cause millions in losses. On average, companies lost USD 115 billion per year between 2000 and 2010 to production and transport process difficulties. This value was visibly exceeded in the years since. The study found that three out of four companies were affected in 2015. Disruptions can be triggered by earthquakes, political conflicts or strikes, for example. Prevention is nearly impossible without the right information. Regardless of whether the company handles risk management internally or through a consulting firm: without relevant, current data their options are severely limited.

The same applies to other departments, such as Procurement, Human Resources, Sales and Marketing. Venture capital companies depend on quick, relevant facts to identify acquisition targets or prepare an exit. They all want to uncover risks and opportunities quicker than their competitors. There are many factors to consider:

- What's happening in my supply chain? (Procurement, Production, Risk Management)
- Which company is for sale or a possible acquisition target? (Venture Capital, M&A)
- Who is switching to which company? (Human Resources)
- Which management position is about to go? (HR Consulting)
- Which news issues is the media focusing on? (Marketing, PR)

It would take hours of daily research to answer these questions and others by scanning all digital media. How do you filter competitive facts from millions of data streams to bring your company competitive advantages? It takes intelligent links between the data to generate added value.

ALL ABOUT THE RIGHT COMBINATION

Lots of data is freely available and you just need to combine it intelligently. This is a job for experts with lots of experiences and proven technologies. That's what PRIME research offers: the world's leading provider for strategic media monitoring and communication analysis is predestined to solve these challenges. And their newest product, PRIME Intelligence, is the perfect tool. Man findet maximal das, wonach man sucht – zudem unaggregiert und meist in viel zu großer Menge. Das schließt genau die interessanten Neuigkeiten aus, deren Stichworte im Suchwortverzeichnis nicht vorhanden sind oder deren Bezug zu weit weg ist vom Objekt der Suche. PRIME Intelligence filtert die Datenflut hierarchisiert, so dass der Algorithmus die relevanten Informationen ermittelt

²Source: www.dhl.com/riskandresilience

und auch Querverbindungen erkennt, die sonst unter den Tisch fallen würden. Täglich lernt er dazu: Mit dieser fortschrittlichen Informationsanalyse ist PRIME Intelligence in der Lage, für den entscheidenden Informationsvorsprung zu sorgen – individualisiert. So erhält ein Manager im Unternehmen lediglich Informationen zu seinem Kundenkreis, ebenso wie seine Kollegen nur die für sie

PRIME INTELLIGENCE

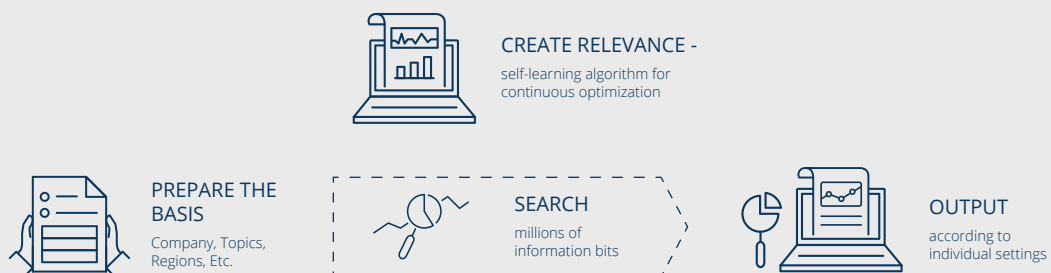
offers automatic, real-time and customized identification of all relevant news from all digital sources for all companies, topics and markets. Intelligent algorithms work without keywords to provide daily trends, cross-connections and unexpected events. Users get relevant customized information on their devices – supporting Sales, Risk Management, M&A, procurement, Product Development, Marketing/PR and HR / Talent Management.

relevanten Informationen erhalten.

PRIME Intelligence provides companies with quick, relevant information from millions of data streams – faster than the competition and without extra effort and the long lists of keywords that restrict each other – because search profiles are self-generating. PRIME Intelligence draws out the best information for you from online data streams. There are countless alternative search engines that use more or less complete keyword lists to retrieve relevant news, but this procedure is limited and takes a lot of time. At best, you find what you searched for, but not aggregated and in far too large amounts. This leaves out the most interesting news, whose keywords are not in the list or are too far removed from the search object.

PRIME Intelligence uses a hierarchy to filter through the mass of data. The algorithm finds the most relevant information and finds cross-connections which other methods do not. It keeps learning every day. This innovative approach to analysis enables PRIME Intelligence to give you the leading edge. And it's customized! A manager will only receive information about their clients, while their colleagues also only get the information relevant to them.

HOW PRIME INTELLIGENCE WORKS



CAPTION: How PRIME filters relevant information from all digital channels in 30 languages every day.

SURF THE INFORMATION WAVE!

News from various channels is flooding the Web every single day. Online media, social networks, newspapers, TV & radio stations produce a random barrage of news. Common keyword searches, via Google for example, quickly return huge amounts of data and opinions, but it takes a lot of effort to aggregate and vet this information. The professional PRIME Intelligence monitoring system compiles data from over 50 geographical markets, in 30 languages and from all digital media sources in the blink of an eye. That's maximum efficiency!

Many corporate functions can draw enormous advantages from these insights. Here are a few examples.

MAXIMUM SUCCESS FOR SALESPeOPLE

Who doesn't know this situation: an account manager stares at a list of potential clients and just can't find the right conversation starter. Their anxiety grows day by day, because the competition never sleeps. Soon the manager hears from the press – or from their boss – that the prospect chose a competing product, and feels like throwing their computer out the window. This could be a thing of the past.

You can find all the information online without losing sleep. PRIME Intelligence filters out the relevant information from millions of data streams. This puts your manager ahead of the competition, allowing them to contact the prospect before the decision is made. Take this scenario: the corporate account manager of a large bank has the City of X on their client list. Even with search engines, it's difficult to filter out sales-relevant information for all clients every day. So this manager relies on PRIME Intelligence, and one of the first news topics shown on their smart phone is: "Zoo in X getting tigers." This message is not published anywhere else with this type of clarity, but PRIME Intelligence has identified the zoo as a municipal company from the City of X. Now the corporate account manager can dial up the City, congratulate them, and ask if they might need to finance a new cage.

ADVANTAGE: A salesperson will get all the daily news about their clients and prospects on the go. This makes it easier to find occasions to contact the client. Plus, the salesperson is always informed about the newest developments, which boosts the quality of their consultation. They appear more qualified and are more likely to gain the client's confidence, so it's easier to close deals.

OPTIMIZE PRODUCT MANAGEMENT

What's your client's real issue and how can your company solve it? What should you prioritize in new product developments to increase customer acceptance? Tough questions, which require precise knowledge of the customer, the market and competitors' activities. PRIME Intelligence delivers current information on a daily basis about markets, customers and competitors. Secrets are a thing of the past – your company will even know what is being said about your products – worldwide.

ADVANTAGE: The product manager gets all the news about their products every day. They will know before the competition where customers expect solutions and be able to reach the market faster.

FEWER PROCUREMENT FAILURES

Thanks to just-in-time production and minimized stocks, every supply chain disturbance can lead to expensive production downtimes. Purchasers need to know what's happening with their upstream suppliers – with subcontractors, this can easily include several hundreds of companies. You also want to avoid reputation damage, for example, if you're managing an international fast-food franchise.

PRIME Intelligence enables automobile and aircraft manufacturers to keep an eye on their entire global supply chain including any environmental disasters, political crises or workplace safety issues coming up? PRIME Intelligence will track them down. Purchasers win a comfortable information cushion and can work on solutions right away – no matter if it's striking dock workers, a cattle epidemic in Argentina or changed regulations on workplace safety for mine and factory workers in China.

ADVANTAGE: Purchasers get all the news about suppliers ahead of time and can react quickly to all supply chain developments, thereby preventing costly downtimes and reputation damage.

SAFE DECISION-MAKING FOR RISK MANAGEMENT / MERGERS & ACQUISITIONS

Risk management in the banking sector hasn't worked too well in recent years. That's why you should watch markets, customers, suppliers, competitors and new regulation, such as MiFID II or Basel III much more closely. The same applies to mergers & acquisitions, if you want to cap the risk when acquiring companies or adding them to your portfolio. PRIME Intelligence gives you early insights,

allowing you to control the influence on your own or customers' credit rating. This benefits all companies – although many global corporations have been better at controlling their risk than most banks anyway.

ADVANTAGE: Monitor all target companies, portfolio companies, acquisition candidates, the market and competitors. Early information allows companies to react quickly to changes in their environment and keep the risk low.

GO-TO-MARKET PUBLIC RELATIONS

A go-to-market strategy for the worldwide launch of a new product should be well prepared. A good strategy needs current data to adapt to various markets and develop regional action plans. Social listening lets marketers and PR professionals find out what customers think about products and applied benefits. Issues are quickly recognized and integrated into corporate communication. PRIME Intelligence maps the immediate effects of these measures, allowing communications departments to react.

ADVANTAGE: Communications departments know customers better and deploy measures to greater effect. Early insights help recognize and avert reputation damage.

SHARED HR INSIGHTS AND STRATEGIES

You need to monitor the competition – whom are they hiring, who is leaving a company? This allows you to draw conclusions about their strategy, business situation and corporate culture. Not just the HR department can react to these changes. For example, PRIME Intelligence allowed a global IT corporation to track changes in their clients' and prospects' IT departments, stay in contact with decision makers and engage new managers from day one. Plus, watching such global developments in the long run gives you a choice of interesting new candidates for your own management team.

ADVANTAGE: Companies can gauge market developments and keep their network updated with the right contacts and an eye on high potentials.

PRIME INTELLIGENCE IN BRIEF:

Gain competitive advantage:

- Stay ahead of competition when evaluating flood of information

Get sound basis for decision-making:

- PRIME Intelligence filters and condenses the most relevant information from all digital channels in 30 languages on a daily basis
- No keywords – no limits

Customize results:

- A self-learning algorithm compiles results according to your requirements

Increase influence and decision-making capacity:

- Hardly any time required for almost any corporate position

ABOUT PRIME RESEARCH

PRIME Research is a leading global provider for strategic media monitoring and communication analysis. 300 employees at several research centers in Europe, North America and Asia continually monitor 15 different industries in 35 key markets. PRIME supports clients with research-based communication strategy consulting for the development of their corporate reputation, issues and crisis management and controlling communication activities, and when working with both traditional and social media. PRIME Research bases its consulting on intensive research, solid facts and deep analysis. www.prime-research.co

CONTACT

Thomas Leitner, Vice President Global Sales & Marketing, PRIME Research
E-mail: leitner@prime-research.com
Tel. +49 6131 2180 319