

THE FINANCE INDUSTRY FACING BIG DATA

- Why you should have a holistic view of the market?
- What are the data you need?
- Ways to collect right information?
- How to deliver the knowledge?

WHAT IS IT IMPORTANT TO BE AWARE OF YOUR MARKET MOVEMENTS ?

PRODUCT DEVELOPMENT STRATEGY

Market intelligence can help businesses **stay competitive** and **make informed decisions** about their products, services, and strategies. It can provide insights on consumer preferences and trends, new finance industry regulations, and potential competitors. This information can be used to **identify new markets**, **develop pricing and marketing strategies**, and **develop new products** that meet customer needs..

ENTERING NEW MARKETS

Market intelligence for big companies dealing with finance industry can help to identify new markets, **anticipate finance industry trends**, and **identify potential competitors**. It can also help to develop strategies for pricing, product development, and marketing. Additionally, it can provide insights into customer segments and preferences, as well as industry and **regional regulations**. This can help the company stay ahead of the competition and make informed decisions about product design and pricing.

WHY INFORMATION IS IMPORTANT FOR MARKETING DEPARTMENT

n°1

Making competitive intelligence in the ial sector for a big company is important for a number of reasons. Firstly, it allows businesses to identify opportunities for **growth and expansion**. By monitoring the industry, you **stay informed of new markets or products** that may be emerging, and take advantage of them to capitalize on their competitive edge. Additionally, competitive intelligence can **help to identify and respond to any competitive threats** that may arise, such as **new entrants or products**, allowing them to stay one step ahead of their competition. Finally, competitive intelligence can also help you to identify and assess potential acquisitions or partnerships, which can help them to grow and strengthen their market position.

WHY INFORMATION IS IMPORTANT FOR LEGAL DEPARTMENT

n°2

Making legal watch in the for a big company in the finance industry is important for a number of reasons. Firstly, it allows to **stay informed of any changes in the legal landscape** that could affect their operations. By monitoring the sector, you can **stay up to date with new legislation or regulations** that could have an impact on their business and take the necessary steps to remain compliant. Additionally, legal watch can help to **identify any potential legal risks** that may arise, such as patent disputes or product liability issues, allowing you to take the necessary steps to protect their interests. Finally, legal watch can also **help to assess any potential contracts or agreements** that could have a bearing on their operations, allowing them to make informed decisions.

WHY INFORMATION IS IMPORTANT FOR R&D AND INNOVATION DEPARTMENT

n°3

Making innovation intelligence in the finance industry is important for a number of reasons. Firstly, it allows **staying informed of technological advancements** in the sector, enabling them to identify and capitalize on any potential opportunities for growth and expansion. Additionally, innovation intelligence can help to **identify any new products or services** that could be of benefit to your company, allowing them to stay ahead of their competition. Finally, innovation intelligence can also help to **track the progress of competitors, enabling you to stay one step ahead and remain competitive in the finance industry.**

WHY INFORMATION IS IMPORTANT FOR SALES DEPARTMENT

n°4

Market intelligence and information helps sales departments in big companies in finance industry to make informed decisions and effectively target their sales efforts. It provides valuable insights into industry trends, competitor activities, customer needs, and market demands, which helps companies:

1. Stay ahead of the competition by keeping **up-to-date with finance industry changes and market shifts**.
2. **Identify new sales opportunities** and target the right customers with the right products or services.
3. Develop effective sales strategies and messaging by understanding customer needs and preferences.
4. **Increase sales productivity** by reducing the time and resources spent on ineffective sales activities.
5. Enhance customer relationships by being better prepared to address their needs and provide relevant solutions.

WHAT ARE THE DATA YOU NEED?

What are the information relevant for you and your company?

Tracking Your Competitors

React and make quick informed decisions changes after your competitors moves

Understand your market

You will be able to scan new business opportunities

Monitor Market Trends

Anticipate market trends and create better innovations by understanding user needs

Tracking your suppliers

Anticipate and avoid risks be aware of the strategic movements that can affect the business

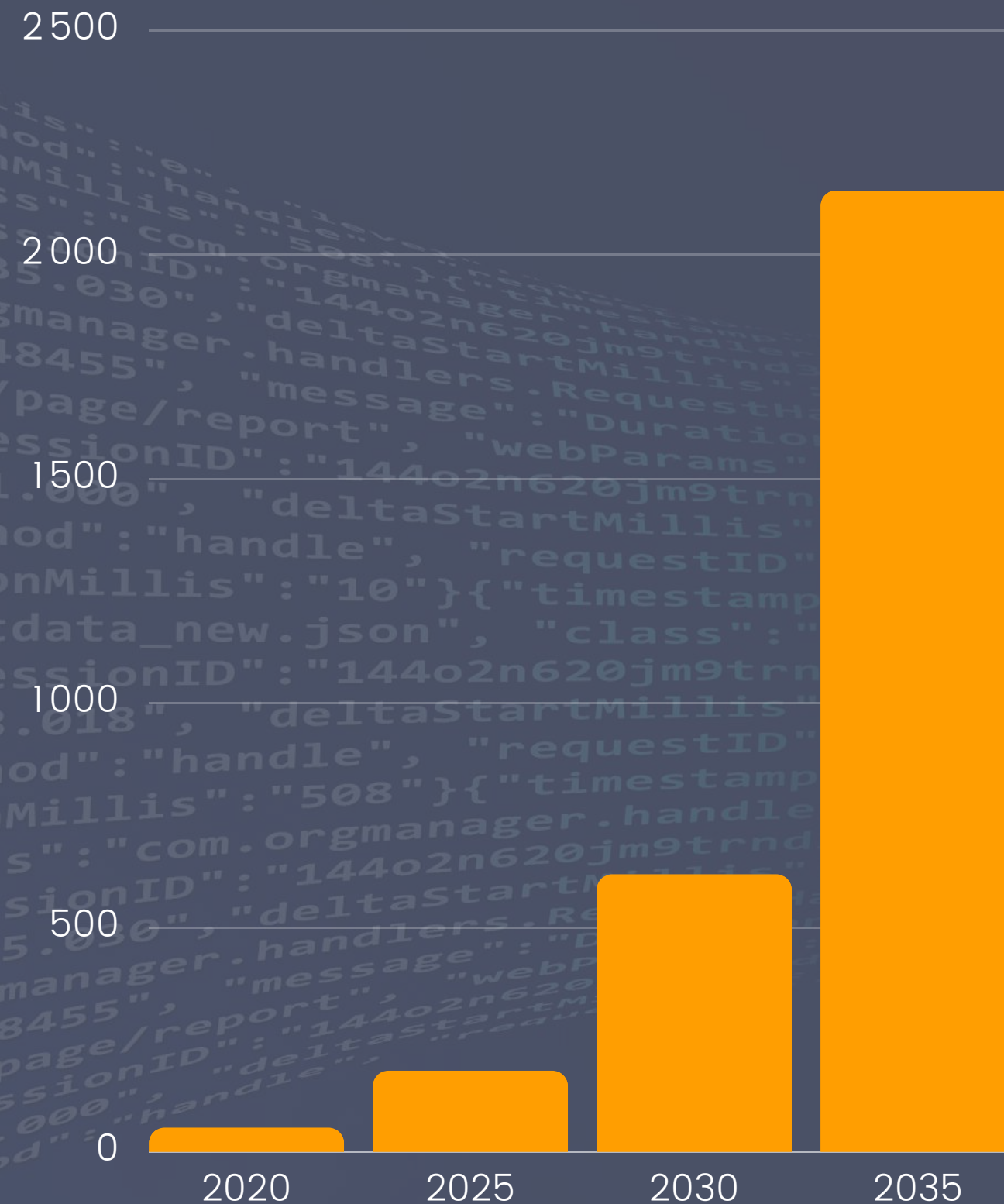
Following new laws

Anticipate laws that will affect your company and take actions

QUANTITY OF INFORMATION WILL EXPLODE

The total of data available on the web will explode in the following years (X45 between 2020 and 2035)

Staista*



THE WAYS TO COLLECT INFORMATIONS



Using Google

It's possible to collect strategic information with Google and be alerted with Google Alert. You will be able to collect **very basic information**, but you will probably miss key data. You only have **access to the 10% information available on the web**

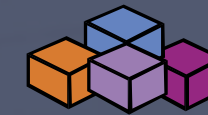
[Learn more](#) ►



Using free tools

With free tools you will be able to **create RSS flows**. You could also create basic alerts. Unfortunately, will **not be able to collect all the website/topics** and web sources that you need

[Learn more](#) ►



Using basic solution

It's maybe a great way to start. At this stage you will probably **get tailored insight**. But you will **not be able to monitor all the information** that you need and get proposal via artificial intelligence. You will **not find the gold nuggets' information**. You cannot make advanced searches.

[Learn more](#) ►



Using tailored tools

If your goal is to **be a data-driven company**, it's probably the solution you need.
The only efficient way to **grow your business by detecting market trends, gain competitive advantages, better forecast and avoid risks.**

[Learn more](#) ►

COLLECTING INFORMATION WITH GOOGLE



Using Google as a tool for market intelligence in a company has some limitations, mainly:

1. Googly **reliance on publicly** is huge: Google search results are based on publicly available information and may not provide access to proprietary or confidential market data that is important for decision-making.
2. **Low quality and reliability of information**: Not all information found on the internet is accurate, up-to-date or reliable, and it can be challenging to distinguish between credible and non-credible sources.
3. Overwhelming amount of information: Google provides a large amount of information, which can **be overwhelming and difficult to sift through to find relevant and meaningful insights**.
4. Limited customizability: **Google search results are not customizable to specific industries, companies, or markets**, making it difficult to access the specific information needed for market intelligence.
5. **Issues with privacy and security** concerns: Sharing confidential information via Google or through third-party tools can pose privacy and security risks.

It's important to keep these limitations in mind and complement the use of Google with other sources of market intelligence, such as industry reports, customer feedback, and competitor analysis. This will help companies to obtain a more comprehensive and accurate understanding of their market and make better informed decisions.

COLLECTING INFORMATION WITH FREE TOOLS

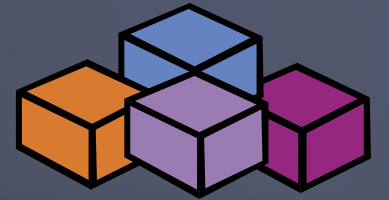


Collecting information with free tools has several limitations, for instance:

1. Limited scope and depth of information: Free tools often provide limited and **basic information that may not be comprehensive enough to support important business decisions.**
2. **Low quality and reliability of information:** The quality and reliability of free tools can vary, and the information they provide may not be accurate or up-to-date.
3. Privacy and security concerns: Sharing confidential information through free tools can pose **privacy and security risks.**
4. Limited customization and integration: Free tools may **not offer customization options** or the ability to integrate with other data sources to provide a comprehensive view of the market.
5. Advertising and bias: **Some free tools may include advertisements** or be influenced by commercial interests, which can impact the accuracy and impartiality of the information provided.

Given these limitations, it may be beneficial for companies to complement the use of free tools with other sources of information, such as paid market intelligence services or primary research methods. This will help companies to obtain a more comprehensive and accurate understanding of their market and make better informed decisions.

COLLECTING INFORMATION WITH NOT THE RIGHT SOLUTION



Collecting information with very basic tools has several limitations,

1. Limited scope and depth of information: Basic tools often provide **limited and superficial information** that **may not be comprehensive enough to support important business decisions**.
2. Quality and reliability of information: **The quality and reliability of basic tools can be low**, and the information they provide may not be accurate or up-to-date.
3. Limited customization and integration: Basic tools **may not offer customization options or the ability to integrate every data sources** you need to provide a comprehensive view of the market.
4. **Inefficiency and time consumption**: Basic tools may not be efficient in terms of the time it takes to gather information and may require manual data processing, which can be time-consuming and resource-intensive.

Given these limitations, it may be beneficial for companies to complement the use of basic tools with other sources of information, such as advanced market intelligence services or primary research methods. This will help companies to obtain a more comprehensive and accurate understanding of their market and make better informed decisions.

COLLECTING INFORMATION WITH A TAILORED SOLUTION



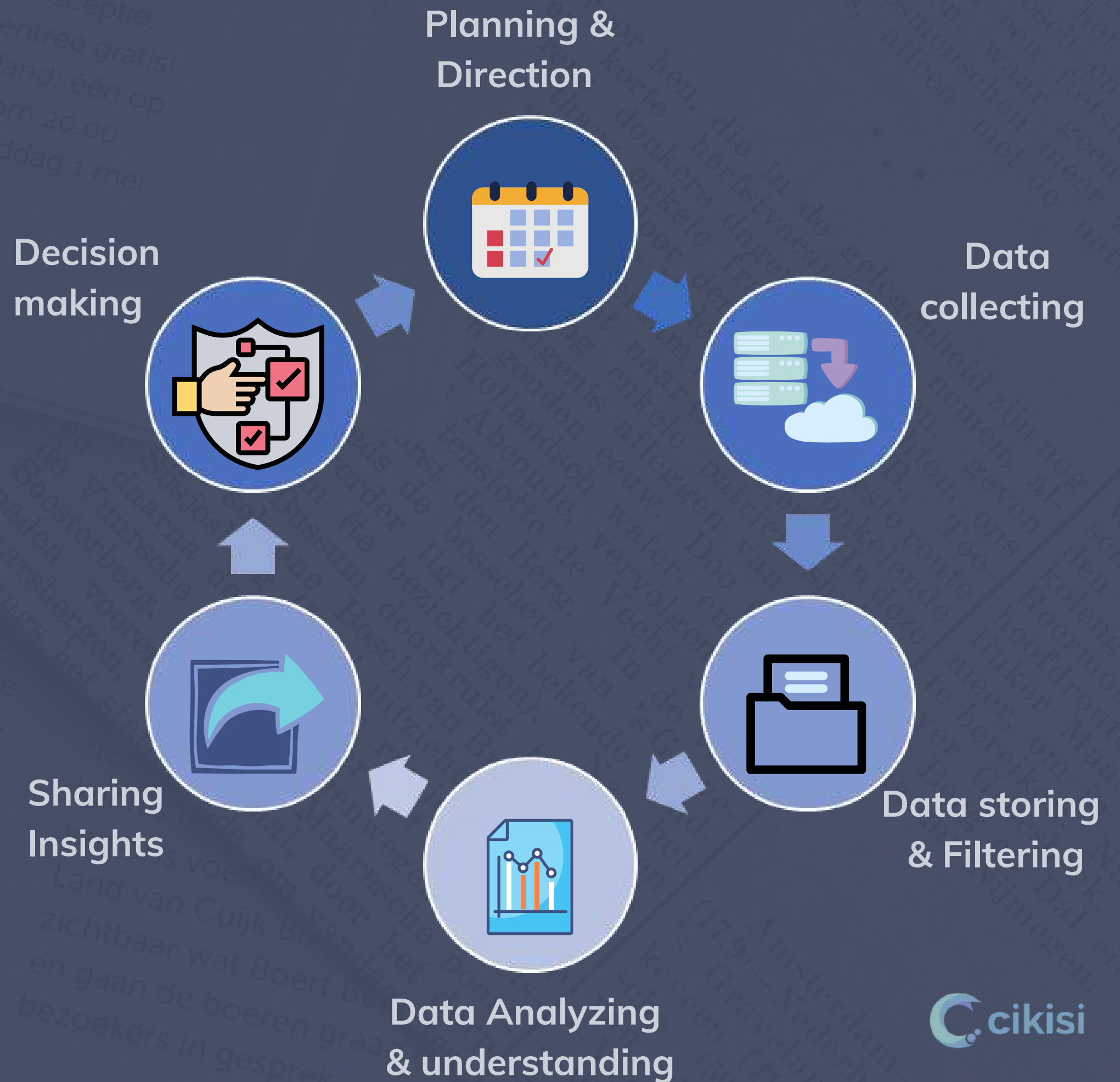
Using a tailored solution for market intelligence has several advantages, including:

1. Customization and flexibility: Tailored solutions can be customized to **meet the specific needs and requirements of a company** and can provide more flexibility in terms of data sources and analysis methods.
2. **Depth and breadth of information**: Tailored solutions can provide a deeper and broader range of information and data sources, including proprietary and confidential data, to **support more informed decision-making**.
3. Quality and reliability of information: Tailored solutions can provide access to high-quality and reliable **market intelligence, which can be trusted to support important business decisions**.
4. Integration and automation: Tailored solutions can be integrated with other data sources and systems and can **automate manual processes**, making the **market intelligence gathering process more efficient and effective**.
5. **Privacy and security**: Tailored solutions can provide enhanced privacy and security measures to protect sensitive information, reducing the risk of data breaches and unauthorized access.
6. Expert support: Tailored solutions can provide access to **expert support and guidance**, helping companies to understand and make the most of their market intelligence.

Using a tailored solution for market intelligence can help companies to obtain a more comprehensive and accurate understanding of their market and make better informed decisions, leading to improved business outcomes and competitive advantage.

UNDERSTAND DATA-DRIVEN DECISION PROCESS

Every industry today aims to be data-driven. Most professionals understand that, without data, bias and false assumptions can cloud judgment and lead to poor decision-making



HOW TO DELIVER THE KNOWLEDGE

Information collected by market intelligence people in a company can be delivered in various ways, depending on the needs and goals of the company. It can be delivered to various audience (e.g. : marketing / sales / R&D / legal) to give the right information to the person/audience in charge.

STRATEGICS INTELLIGENCE REPORTS

Market intelligence people can produce regular reports that present market trends, opportunities, and threats for the company. It's most of the time **presented as an email newsletter**

ALERTS

Market intelligence people can set up **alerts for important topics** and distribute them to **stakeholders** through **email or SMS notifications**.

DASHBOARDS

Market intelligence people can use dashboards and scorecards to **present data in a visual and interactive manner**, allowing stakeholders to **quickly get a sense of trends and important insights**.

ONLINE PLATFORM

Market intelligence people can publish market intelligence information on online platforms or the company's intranet (or reader's portal **allowing stakeholders to access the data in real-time and review it at any time**).

You need advices to
set up a market
intelligence
project?

**FEEL FREE TO
CONTACT ME**



VALÉRY MAINJOT

Market Intelligence Specialist
And CTO at Cikisi



valery.mainjot@cikisi.eu



cikisi.com



<https://www.linkedin.com/in/mainjot/>

