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Objectives		Features								
		Dashboards & Reports	Traditional Media & Press	Social Media Monitoring	Reports	Document Repository	Field Intelligence	Projects	Company Profile & Hiring Info	Patents & Clinical Trials Data
Sales & Marketing	Identify New Targets & Prospects		●	●						
	Benchmark & Refine Messaging to Stand Out in Your Market	●	●	●	●				●	
	Identify New Marketing Channels		●	●						
	Know Your Competitors & Sell Smarter	●	●	●		●	●		●	●
	Research Prospective Clients & Personalize Your Outreach		●	●	●		●	●	●	●
Intelligence & Insights	Support Internal Customers	●			●	●	●			
	Identify Potential Partners, JVs & Merger/Acquisition Targets		●	●			●		●	●
	Target New Markets for Growth		●				●			
	Monitor for New Entrants	●	●	●						
	Stay Ahead of Technological Advances	●	●	●						●
	Support R&D Efforts				●		●	●		●
	Accelerate Intelligence Collection	●	●	●			●		●	●
	Develop & Share Actionable Insights	●	●	●	●	●	●	●		●
Executives	Make Well-Informed Decisions	●						●		
	Know Your Market Inside & Out	●	●	●			●		●	●
	Document & Address Strategic Assumptions	●			●			●		