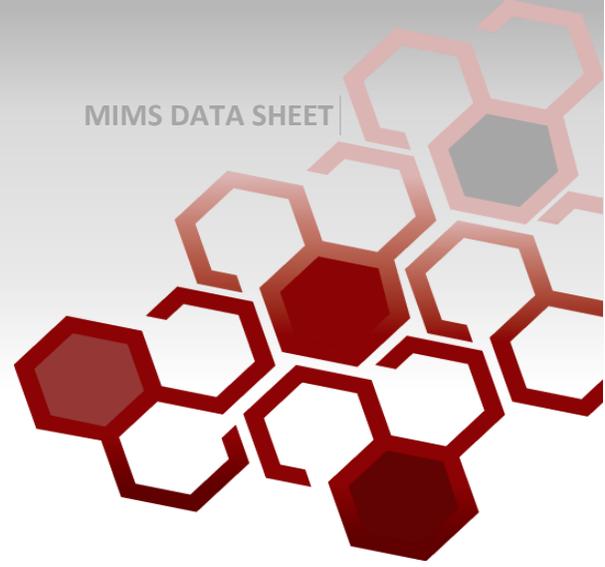




DecisionPoint Platform Market Intelligence Management System (MIMS)



Align your business strategy and best management practices via MIMS and see your bottom-line grow

Key Features

Integrate market insights across sources, including research reports, data analytics, social media & CRM data

Access market insights anytime, anywhere & from any source

Discover relevant market insights based on business decisions specific to your company

Share presentations to leverage in-house expertise & to generate more discoverable market insights

Assess the usefulness of your organization's market intelligence assets

*A 2006 study of high performing businesses by Bain & Company **discovered that only about 15% of US firms have the ability to make and implement important decisions effectively.**¹ ICI developed its market intelligence management system (MIMS) to ensure better business decision-making and by extension, better financial performance.*

Overview

Market research and business intelligence firms have traditionally focused on data acquisition and/or storage rather than on utility. The result?

- Only 43% of decision-makers report having access to the data they need.²
- Just 20% feel the business data they receive adequately answers their questions.³
- Less than 15% of consumer business decisions are actually data driven.⁴

ICI's market intelligence management system (MIMS) addresses the challenge posed by data utility head-on. It's specifically designed to get the right information to the right decision-maker at the right time. Simply put: MIMS is a customized, self-optimizing web platform designed to improve business decision-making at any level—within a project team or division, or across the enterprise—for greater financial success.

Customized Access to Market Insights Anytime, Anywhere

According to a recent Gartner study, on average, 21% of a company's marketing budget is allocated to analytics, but many marketers struggle to make the data actionable.⁵ MIMS' custom features simplify the process of integrating, and making decisions based on, market insights.

Customized search menu. The MIMS search feature is tailored to reflect your business values and best management practices. Decision-makers can search for market insights using pull-down menus based on key business decisions, market segments, product configurations or any other pre-defined terms you desire. This means the menu will reflect your company's unique language and ways of looking at the market.

In addition, secondary search filters ensure that decision-makers consider particular questions or market factors that reflect your firm's ideal 'due diligence' decision-making practices. Your unique business DNA is encoded into MIMS to allow for an unprecedented level of evidence-based decision-making.

Accessible & actionable market insights. Unlike standard business intelligence libraries, MIMS consists of discrete market insights, not documents or complete data streams (though you can always pull up the entire data source if desired). MIMS makes all those hours wasted riffling through lengthy reports for one or two telling market insights a thing of the past. A MIMS search returns distinct insights related to the specific business decision you need to make. We've learned that unless decision-makers can access relevant market insights within 15 minutes of initiating a search, the data might just as well not exist. MIMS delivers relevant insights in seconds, allowing you to make data-informed decisions faster than ever.

Virtually unlimited range of data sources. The variety of data sources included in your MIMS library is completely up to you. MIMS can accommodate any source of market insights, from hearsay captured in an email to quantitative or qualitative research reports—even video. Want to incorporate web data analytics or social listening insights? No problem. MIMS has been designed to incorporate a variety of continuous data streams, even CRM and company financial data. At last, you can both integrate a variety of data sources and find exactly what you're looking for in moments.

Powerful presentation & collaboration options. Because we recognize that the interpretive value of MIMS-derived insights lies in collaboration, the platform makes it easy to create and share presentations in Microsoft PowerPoint. You can share presentations at any stage of completion with select individuals or pre-defined groups, and invite them to comment in real-time or at their convenience.

The key advantage here is that MIMS captures user comments and turns them into discoverable insights for others. With MIMS, you can say good-bye to disparate email exchanges or fruitless attempts to reconstruct past decisions from memory. Now you'll have a convenient way to tap in-house expertise and at the same time, create a centralized record of your business decisions.

Self-optimized for Maximum Impact

One of the key challenges for decision-makers in the era of Big Data is finding the most relevant market insights quickly. A recent IDG Research Services study found that half of all business decision-makers consider it too difficult to access data.⁶ MIMS' search and market insight optimization features guarantee the best information is always at your fingertips.

Optimized search. A built-in optimization engine promotes the market insights deemed most useful by decision-makers while demoting those with limited or no value. This feature optimizes search returns, saving you time and effort. Moreover, MIMS automatically lists market insights others have found useful à la Amazon's product recommendation feature. If desired, you can cycle through these recommended insights without going back to your original search results. No matter your preferred search path, you'll find MIMS makes discovering pertinent insights easy at every turn.

Market insight utility assessment. MIMS provides a simple visual assessment of how well your company's inventory of market insights aligns with its critical business decisions. This view can be used to reassess investments in market intelligence assets and accordingly, ensure those investments represent the best possible value.

For instance, suppose one of your company's critical business decisions is 'How do we maintain or grow unit margins?' Our market intelligence scorecard might show that, while this is an important search focus, decision-makers deem less than 25% of the relevant market insights useful. This finding would suggest the company bolster its inventory of pricing-related market insights and potentially, reduce its investments in other types of market intelligence. In this way, MIMS can help 'rationalize' your company's market intelligence infrastructure.

Summary

MIMS is a uniquely powerful market intelligence platform for facilitating successful business decisions. The customized nature of this solution—particularly, its search menu and 'due diligence' filter options—means your company's market insights are encoded with its best management practices. No other decision support platform makes this critical connection between access to market insights and their utility. MIMS means encoding financial success.

See where decision science is leading. Contact ICI today for a no-obligation 30-minute demo.

Contact Us

For more information about MIMS visit icintel.com or call +1 800.592.5167 to speak to an ICI representative.

Endnotes

¹ Rogers, P. and Blenko, M, "The High-Performance Organization: Making Good Decisions and Making Them Happen," *Handbook of Business Strategy*, Vol. 7, No. 1, 2006.

²⁻⁴ "The BI(G) Disappointment: Troubling Gaps Between Business Expectations and Realities," Domo Executive Brief, 2013. Research report based on a survey of 1,064 department leaders across multiple industries.

⁵ Gassman, Bill; Frank, Andrew and Sorofman, Jake. "Gartner's Data-Driven Marketing Survey," 2013. Gartner, Inc. survey of 242 marketing analytics professionals to understand how organizations collect, analyze and use customer and market data.

⁶ "IDG Enterprise Big Data Research," IDG Enterprise, 2012. Research report based on a survey of more than 800 IT professionals who have already deployed or plan to deploy big data initiatives.

Copyright © 2014, Integrated Cloud Intelligence. All rights reserved.

This document is provided for information purposes only and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document and no contractual obligations are formed either directly or indirectly by this document.