

## Deep Market Intelligence at Your Fingertips

You need an up-to-the minute – and deep – knowledge of your market. Whether you're in strategic marketing, product marketing, competitive intelligence or M&A, you need to understand the trends across your industry and to track the dynamics impacting your customers, their customers and your competitors. You *can't* spend all day searching the web, and traditional marketing databases quickly become outdated and take too much time to use. **You need FirstRain.**

### Instant Reports Provide Deep Intelligence Whenever You Need It

Whether you're briefing your sales force, preparing for a strategy discussion or formulating a competitive response, FirstRain gives you up-to-the-minute intelligence instantly so that you can see the patterns and trends, the hot topics for your company, for your market and for your competitors.

#### With FirstRain, you can:

- Know what's hot: Easily generate dynamic reports with the latest news for your company, products, hot market topics, key management, competitors and customers
- Spot trends: Select and track topics automatically suggested for you from thousands of detected and crowd-sourced topics impacting your industry, your company and your competitors
- Understand your business ecosystem: easily generate updates for latest news and events for the companies and markets surrounding your business
- Know who's where: announced and unannounced management changes, and a list of current management for your competitors
- Know what the Street is saying: earnings-call transcripts and analyst comments
- Understand your competitive landscape: latest news and events for your competition
- Be prepared: up-to-the-minute reports and analysis of business structure and market topics impacting your customer

The screenshot shows a report titled "CRM Market" with a sub-section "Cloud Computing Trends". It features several articles with icons and titles, such as "Virtualization, Cloud Fuel Rebound in Ethernet Switch, Router Markets: IDC eWEEK May 28 2010" and "As Cloud Computing Grows, So Does Need For Security".

Reports that track industry topics help you spot trends

The screenshot shows a "MARKET MAP" for Symantec Corporation. It lists business lines like Endpoint Security and Web Security, competitors like McAfee, Inc. and Sophos Plc, and related topics like Storage Management Industry and Web Security & Internet Privacy. Below this is a "MANAGEMENT TURNOVER" section with a bar chart and a list of management changes, including Sarah B Hicks joining Symantec Corporation as Senior Vice President.

Understand your business ecosystem with the Market Map Report

**"FirstRain provides JVC with very specific, highly targeted information about our customers, competitors and markets, on a daily basis. The competitive industry information available from Firstrain typically cannot be acquired using conventional search or intelligence tools."**

Lon Mass  
VP Sales and Marketing  
JVC Professional Video Products Division

## Prepare Rapid-Response Briefings on Breaking Events

Your competitor makes a surprise announcement, a key customer announces a bad quarter or a new regulation affects your industry. When an unexpected event impacts your business, it's your job to brief your sales team and executive management. You need to understand both the event, and the market's response, right now.

With FirstRain, you can instantly generate a report that gives you an up-to-the minute smart summary of the event and the industry context you need so that you can brief your key constituents and coordinate your company's response.

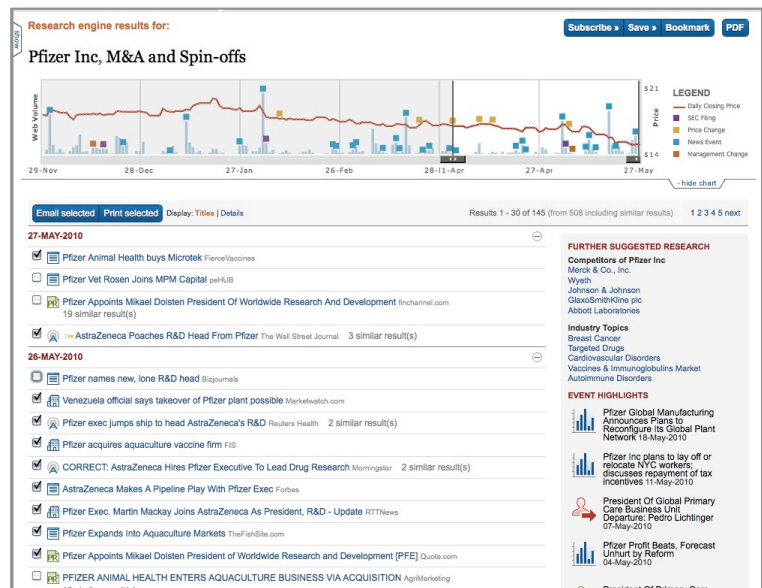
### With FirstRain you can:

- Get the facts: just the information you need to understand the event – instantly
- Understand the market response: interactive search and event analysis help you quickly distill the market reaction to the event
- See the event in context: fast analysis of a company's ecosystem reveals critical relationships

## Get Intelligence, Share Intelligence

FirstRain can deliver automated reports to help you keep your internal customers continuously up-to-date:

- Personalized email reports
- RSS feed to your mobile device, your intranet or internal intelligence portal
- Widgets that deliver just the topics and intelligence that matter most to your business directly into your intranet or end-customer platform



Reports like this M&A and Spinoffs summary help you prepare briefings

## FirstRain Puts the Web to Work for You

The vast world-wide web is an incredibly rich source of fresh intelligence – if you can cut through the mountains of duplicated and irrelevant data. You can struggle for hours with cluttered search engine results, noisy news feeds or rigid databases and still not find the information you really need. FirstRain quickly and easily delivers the deep market intelligence that can help you stay ahead of your competition.

	INTELLIGENT BUSINESS SEARCH (FirstRain)	GENERAL SEARCH	BUSINESS AND NEWS DATABASES
Useful, focused quality content	✓	✓	✓
Intelligence by company	✓	◐	◐
Intelligence by industry and competitors	✓		◐
Dynamic business relationship identification	✓		
Dynamic management change detection	✓		
Highly configurable intelligent search	✓	◐	
Broad and deep use of web 2.0 sources	✓	✓	
User-configured reports and mobile delivery	✓		✓

Only FirstRain delivers the deep market intelligence you need