

Tidings

Tidings analysis provides insights from news articles, assisting in identifying market opportunities for sales. It facilitates the understanding of trends and advancements, empowering strategic decision-making. Such analysis offers valuable information to optimize sales potential.

Our organization provides news categorized into different major areas:

- ✓ **Leadership Changes**
- ✓ **Hiring Activities**
- ✓ **Layoffs**
- ✓ **Mergers and Acquisitions**
- ✓ **Contracts and Agreements**
- ✓ **Collaborations**
- ✓ **Establishment and Expansion of Centers**
- ✓ **Product Development**
- ✓ **Fundraising and Investments**

Leadership Changes

In this category, individuals, or groups with administrative or supervisory authority may be designated or retired within an organization.

Hiring Activities

When a company organizes hiring initiatives to recruit the necessary workforce, we typically classify it under this category.

Layoffs

We typically categorize announcements of significant layoffs across a business unit or location made by an organization under this classification.

Merger and Acquisitions

This category signifies instances when a company engages in acquisitions, mergers, integrations, or purchase agreements with another entity. Additionally, when an organization acquires over 50% ownership of another entity, it falls under this classification as well.

Contracts and Agreements

This category refers to announcements regarding vendor consolidation/expansion, new outsourcing agreements, contract renewals, support arrangements, orders, agreements, or any other news articles related to outsourcing."

Collaborations

A Collaboration represents a formal agreement between two or more organizations to jointly manage and operate a business, sharing its profits. News related to corporate partnerships, university collaborations, consortiums, start-up alliances, strategic partnerships, collaborations, and government affiliations are included.

Establishment and Expansion of Centers

News concerning the establishment of new R&D centres, manufacturing plants, sales outlets, customer support centres, innovation labs, headquarters, inaugurations, and the expansion of services into other countries or regions will fall within this category.

Product Development

A product Development represents a deliberate initiative by the organization to introduce a new product to the market. News related to launches, showcases, releases, or reveals of any new product falls into this category. It encompasses the process of introducing a new product to the market. Information regarding the development of a new product line within a specific business unit, such as testing, development, building, and phases of development, also falls under this category.

Fundraising and Investments

The Fundraising or Investments signal encompasses articles covering various forms of fundraising, including IPO announcements and other methods such as debt financing, private funding, investments in startups, or equity financing.

Use cases:

Competitive Intelligence at Your Fingertips

1. Stay Ahead of the Curve: Get real-time updates on your competitors' moves, including deals, partnerships, and strategic shifts. This allows you to benchmark your performance and make informed decisions.

2. Uncover Hidden Insights: Analyze signals like executive movements, hiring patterns, and events to understand a competitor's focus areas and predict their future strategies.

3. Track Every Move: Receive near-instant notifications about your competitor's initiatives, keeping you constantly informed and prepared.