



DEALLIGENT

# Market Intelligence Analysis Portfolio

Comprehensive AI-Powered Competitive Intelligence  
System

Powered by Advanced RAG Architecture & Multi-Agent  
Orchestration

ENTERPRISE EDITION V11.2

12

ANALYSIS TYPES

6

AI TECHNOLOGIES

∞

RAG SOURCES



# Analysis Portfolio

12 Specialized Intelligence Analysis Types • 2 Pages Each

1

## Competitor Intelligence

Deep competitor profiling with strategic analysis

2

## Market Trends Analysis

Industry evolution and emerging patterns

3

## Technology Watch

Disruptive technology and innovation tracking

4

## Strategic Opportunities

Market gaps and expansion potential

5

## Customer Intelligence

Buyer behavior and decision journey

6

## Pricing Analysis

Competitive pricing strategies

7

## SWOT Analysis

Strategic positioning assessment

8

## Industry News Intelligence

Real-time sector monitoring

9

## Partnership Analysis

Alliance and ecosystem mapping

10

## Regulatory Intelligence

Compliance and policy tracking

11

## Financial Intelligence

Economic analysis and benchmarking





ANALYSIS TYPE 01

# Competitor Intelligence

Strategic Priority



## Definition & Strategic Purpose

**Competitor Intelligence** is the systematic collection, analysis, and interpretation of information about competitors to support strategic decision-making. This analysis provides deep insights into competitor strategies, capabilities, market positioning, product roadmaps, and potential future moves. Unlike basic competitive monitoring, this intelligence framework delivers actionable insights that directly inform strategic planning, product development priorities, market positioning decisions, and competitive response strategies. The analysis leverages multi-source intelligence gathering including public filings, patent databases, job postings, executive communications, and industry analyst reports to build comprehensive competitor profiles.



## Analysis Capabilities

### Strategic Profiling

Complete mapping of competitor business models, value chains, strategic priorities, and organizational structures

### Product & Technology Analysis

Feature comparison, technology stack analysis, innovation pipeline tracking, and roadmap intelligence

### Market Position Mapping

Customer segment analysis, geographic coverage, market share estimation, and competitive positioning

### Predictive Intelligence

Anticipate competitor moves through hiring signals, patent filings, investment patterns, and executive statements



## AI Technology Stack Powering This Analysis



**Claude Opus 4.5**

Advanced Reasoning



**Perplexity Sonar Pro**

Real-time Web Search



**Exa Deep Search V2.1**

Agentic Multi-Query



**SerpAPI**

Google Search Integration



**Pinecone RAG**

Vector Knowledge Base



**n8n Orchestrator**





ANALYSIS TYPE 02

# Market Trends Analysis

Strategic Priority



## Definition & Strategic Purpose

**Market Trends Analysis** systematically identifies, tracks, and interprets evolving patterns across industry dynamics, customer behavior, technology adoption, and competitive landscapes. This forward-looking intelligence enables strategic positioning before trends reach mainstream recognition, providing crucial lead time for strategic planning, product development, and market entry decisions. The analysis distinguishes between transient fads and structural shifts, quantifies trend impact, and provides actionable timing recommendations for strategic response.



## Analysis Capabilities

### Early Trend Detection

Identify emerging patterns through signal analysis before mainstream recognition using weak signal methodology

### Impact Assessment

Quantify business implications with market sizing, adoption curves, and disruption potential scoring

### Timing Analysis

Determine optimal action windows through trend maturity staging and adoption lifecycle mapping

### Strategic Alignment

Map trends to specific business opportunities with implementation roadmaps and resource requirements



## AI Technology Stack Powering This Analysis



**Claude Opus 4.5**

Advanced Reasoning



**Perplexity Sonar Pro**

Real-time Web Search



**Exa Deep Search V2.1**

Agentic Multi-Query



**SerpAPI**

Google Search Integration



**Pinecone RAG**

Vector Knowledge Base



**n8n Orchestrator**

Workflow Automation





ANALYSIS TYPE 03

# Technology Watch

Innovation Focus



## Definition & Strategic Purpose

**Technology Watch** provides systematic monitoring and analysis of technological developments, innovations, and emerging technologies that could impact competitive dynamics. This intelligence enables informed R&D investment decisions, identifies disruption risks before they materialize, and uncovers technology-driven opportunities for differentiation. The analysis spans academic research, patent filings, startup activity, and enterprise adoption patterns to provide comprehensive technology intelligence.



## Analysis Capabilities

### Innovation Radar

Track emerging technologies through research publications, patent filings, and startup ecosystem monitoring

### Disruption Assessment

Evaluate technology potential to transform industry dynamics using disruption framework analysis

### Adoption Tracking

Monitor technology maturity through TRL assessment, enterprise adoption, and vendor ecosystem development

### R&D Intelligence

Analyze competitor technology investments, patent portfolios, and research partnerships



## AI Technology Stack Powering This Analysis



### Claude Opus 4.5

Advanced Reasoning



### Perplexity Sonar Pro

Real-time Web Search



### Exa Deep Search V2.1

Agentic Multi-Query



### SerpAPI

Google Search Integration



### Pinecone RAG

Vector Knowledge Base



### n8n Orchestrator

Workflow Automation





ANALYSIS TYPE 04

# Strategic Opportunities

Growth Focus







## Definition & Strategic Purpose

**Strategic Opportunities Analysis** identifies and evaluates market gaps, untapped segments, expansion possibilities, and strategic moves that could drive significant growth. This intelligence supports strategic planning, investment prioritization, and market development initiatives by providing rigorous opportunity assessment with market sizing, competitive analysis, and implementation feasibility evaluation.

## Analysis Capabilities

- Market Gap Analysis**  
Identify unmet customer needs, underserved segments, and white space in the market
- Expansion Mapping**  
Evaluate geographic, vertical, and horizontal growth paths with market sizing
- M&A Intelligence**  
Identify acquisition targets, partnership opportunities, and strategic alliance potential
- Investment Prioritization**  
Score opportunities by market size, strategic fit, execution complexity, and ROI potential

## AI Technology Stack Powering This Analysis

-   
**Claude Opus 4.5**  
Advanced Reasoning
-   
**Perplexity Sonar Pro**  
Real-time Web Search
-   
**Exa Deep Search V2.1**  
Agentic Multi-Query
-   
**SerpAPI**  
Google Search Integration
-   
**Pinecone RAG**  
Vector Knowledge Base
-   
**n8n Orchestrator**  
Workflow Automation





ANALYSIS TYPE 05

# Customer Intelligence

Market Focus



## Definition & Strategic Purpose

**Customer Intelligence** delivers deep insights into buyer behavior, decision processes, preferences, pain points, and journey mapping. This analysis enables customer-centric strategy development, product optimization, and targeted market engagement by understanding what drives customer decisions and satisfaction.



## Analysis Capabilities

### Buyer Journey Mapping

Complete decision process analysis from awareness to advocacy

### Segment Analysis

Detailed customer profiles, needs, and value drivers by segment

### Voice of Customer

Pain points, preferences, satisfaction drivers, and NPS analysis

### Churn Intelligence

Risk factors, retention opportunities, and lifetime value optimization



## AI Technology Stack



### Claude Opus 4.5

Advanced Reasoning



### Perplexity Sonar Pro

Real-time Search



### Exa Deep Search

Agentic Discovery



### SerpAPI

Google Integration



### Pinecone RAG

Vector Knowledge



### n8n Orchestrator

Workflow Engine





ANALYSIS TYPE 06

# Pricing Analysis

Revenue Focus



## Definition & Purpose

**Pricing Analysis** examines competitive pricing strategies, market price points, value perception, and pricing model effectiveness to support pricing optimization and revenue maximization.



## Capabilities

### Competitive Pricing

Market benchmarking and competitor price tracking

### Model Analysis

Subscription, usage-based, and hybrid model evaluation

### Value Mapping

Price-to-value perception and willingness-to-pay analysis

### Optimization

Pricing strategy recommendations with revenue impact



## Technology Stack



**Claude Opus 4.5**  
Analysis



**Perplexity**  
Search



**Exa**  
Discovery



**SerpAPI**  
Google



**Pinecone**  
RAG



**n8n**  
Orchestrator



## Expert System Prompt

CLAUDE OPUS 4.5

You are a pricing strategy expert with deep experience in {industry} B2B software pricing. You have expertise in value-based pricing, competitive pricing analysis, and pricing model optimization. You have advised companies on pricing transformations that drove 20-40% revenue improvements.

### PRICING ANALYSIS FRAMEWORK:

#### 1. COMPETITIVE PRICING LANDSCAPE

- Price Point Mapping: Entry, mid-market, enterprise pricing across competitors
- Pricing Model Comparison: Subscription, usage, perpetual, hybrid approaches
- Discounting Practices: Standard discounts, negotiation patterns, promotional pricing
- Packaging Strategies: Feature bundling, tier structures, add-on pricing

#### 2. VALUE-PRICE ANALYSIS

- Value Metrics: What customers value most, willingness-to-pay drivers
- Price Sensitivity: Elasticity by segment, deal-breaker thresholds
- Competitive Value Gaps: Where pricing doesn't reflect value delivery
- Optimization Opportunities: Pricing adjustments with revenue impact

#### 3. PRICING MODEL ASSESSMENT

- Model Effectiveness: Revenue predictability, customer fit, competitive position
- Evolution Trends: Where the market is moving, new model innovations
- Implementation Considerations: Transition complexity, customer impact

### OUTPUT REQUIREMENTS:

- Detailed competitive price benchmarking with methodology
- Value-based pricing recommendations with revenue projections
- Pricing model assessment and optimization recommendations
- Segment-specific pricing strategies

CONTEXT: Focus on pricing for {company\_use\_cases} in {industry}.



## Report Template

### # PRICING ANALYSIS REPORT

#### ### COMPETITIVE PRICING BENCHMARK

| Competitor | Model | Entry | Mid | Enterprise |

#### ### PRICING RECOMMENDATIONS

[Value-based pricing strategy with revenue impact]

#### ### IMPLEMENTATION ROADMAP

[Phased approach to pricing optimization]



ANALYSIS TYPE 07

# SWOT Analysis

Strategic Planning



## Definition

**SWOT Analysis** provides structured strategic assessment of Strengths, Weaknesses, Opportunities, and Threats for comprehensive strategic planning and competitive positioning decisions.



## Capabilities

### Internal Analysis

Rigorous strengths and weaknesses assessment

### External Analysis

Opportunities and threats identification

### Strategic Mapping

Cross-quadrant strategy development

### Action Planning

Prioritized strategic initiatives



## Technology Stack



**Claude Opus 4.5**  
Analysis



**Perplexity**  
Search



**Exa**  
Discovery



**SerpAPI**  
Google



**Pinecone**  
RAG



**n8n**  
Orchestrator



### Expert System Prompt

CLAUDE OPUS 4.5

You are a strategic planning consultant with expertise in {industry}. You have conducted SWOT analyses for leading companies and advised boards on strategic positioning.

#### SWOT ANALYSIS FRAMEWORK:

1. STRENGTHS (Internal Positive)
  - Core competencies and unique capabilities
  - Competitive advantages and market positions
  - Resource strengths: technology, talent, capital, brand
2. WEAKNESSES (Internal Negative)
  - Capability gaps and competitive disadvantages
  - Resource constraints and operational limitations
  - Areas requiring improvement or investment
3. OPPORTUNITIES (External Positive)
  - Market trends favoring your position
  - Competitor vulnerabilities to exploit
  - New market, product, or partnership possibilities
4. THREATS (External Negative)
  - Competitive pressures and new entrants
  - Market shifts and disruption risks
  - Regulatory, economic, or technology threats

#### STRATEGIC CROSS-ANALYSIS:

- SO Strategies: Use strengths to capitalize on opportunities
- WO Strategies: Address weaknesses to pursue opportunities
- ST Strategies: Use strengths to mitigate threats
- WT Strategies: Minimize weaknesses and avoid threats

OUTPUT: Prioritized SWOT with strategic options and action plan.

CONTEXT: Focus on factors relevant to {company\_use\_cases}.



### Report Template

```
# SWOT ANALYSIS REPORT
```

```
### SWOT MATRIX
```

```
| STRENGTHS | WEAKNESSES |  
| OPPORTUNITIES | THREATS |
```

```
### STRATEGIC OPTIONS (SO/WO/ST/WT)
```

```
### ACTION PLAN
```



ANALYSIS TYPE 08

# Industry News Intelligence

Real-Time



## Definition

**Industry News Intelligence** delivers curated, real-time monitoring of industry developments, company announcements, and market events for timely strategic response.



## Capabilities

### Real-Time Monitoring

Continuous news and announcement tracking

### Impact Assessment

Strategic relevance scoring

### Trend Detection

Pattern recognition across news

### Alert Generation

High-priority notifications



## Technology Stack



**Claude Opus 4.5**  
Analysis



**Perplexity**  
Search



**Exa**  
Discovery



**SerpAPI**  
Google



**Pinecone**  
RAG



**n8n**  
Orchestrator



### Expert System Prompt

CLAUDE OPUS 4.5

You are a market intelligence analyst specializing in real-time {industry} news monitoring and impact assessment.

#### NEWS INTELLIGENCE FRAMEWORK:

1. **BREAKING NEWS:** High-impact developments requiring immediate attention
2. **COMPETITOR MOVES:** Announcements, launches, strategic changes from competitors
3. **MARKET EVENTS:** M&A, funding rounds, partnerships, regulatory changes
4. **TREND SIGNALS:** Emerging patterns across news flow

#### PRIORITIZATION CRITERIA:

- **Strategic Relevance:** Direct impact on {company\_name}
- **Time Sensitivity:** Urgency of response required
- **Source Credibility:** Reliability of information source
- **Action Required:** Whether response is needed

**OUTPUT:** Curated intelligence briefing prioritized by strategic impact with recommended responses.

**CONTEXT:** Focus on news relevant to {company\_use\_cases}.



### Report Template

# NEWS INTELLIGENCE BRIEFING

### EXECUTIVE ALERTS [Critical items]

### NEWS BY CATEGORY

### TREND ANALYSIS

### RECOMMENDED ACTIONS



ANALYSIS TYPE 09

# Partnership Analysis

Ecosystem



## Definition

**Partnership Analysis** maps and evaluates strategic alliances, ecosystem relationships, and collaboration opportunities for partnership strategy development.



## Capabilities

### Ecosystem Mapping

Industry partnership landscape

### Partner Assessment

Strategic fit evaluation

### Alliance Intelligence

Competitor partnerships

### Opportunity ID

Partnership targets



## Technology Stack



**Claude Opus 4.5**

Analysis



**Perplexity**

Search



**Exa**

Discovery



**SerpAPI**

Google



**Pinecone**

RAG



**n8n**

Orchestrator



### Expert System Prompt

CLAUDE OPUS 4.5

You are a strategic partnership expert in {industry} with deep experience in alliance development, ecosystem strategy, and partnership due diligence.

PARTNERSHIP ANALYSIS FRAMEWORK:

1. ECOSYSTEM MAPPING: Key players, relationship types, alliance networks
2. COMPETITOR PARTNERSHIPS: Strategic alliances, integration ecosystem, channel partners
3. OPPORTUNITY ASSESSMENT: Potential partners, strategic fit, synergy value
4. RISK ANALYSIS: Partnership risks, dependency concerns, exclusivity issues

PARTNER EVALUATION CRITERIA:

- Strategic Fit: Alignment with objectives and capabilities
- Value Creation: Revenue potential, capability enhancement
- Execution Feasibility: Cultural fit, operational compatibility
- Risk Profile: Dependencies, competitive concerns

OUTPUT: Partnership landscape map, opportunity assessment, and prioritized target list.

CONTEXT: Focus on partnerships relevant to {company\_use\_cases}.



### Report Template

```
# PARTNERSHIP ANALYSIS REPORT
```

```
### ECOSYSTEM MAP
```

```
### COMPETITOR ALLIANCES
```

```
### PARTNERSHIP OPPORTUNITIES
```

```
| Partner | Value | Fit | Priority |
```

```
### RECOMMENDATIONS
```



ANALYSIS TYPE 10

# Regulatory Intelligence

Compliance



## Definition

**Regulatory Intelligence** monitors and analyzes regulatory developments, compliance requirements, and policy changes for risk management and compliance planning.



## Capabilities

### Regulatory Tracking

Policy changes and requirements

### Compliance Assessment

Gap analysis and readiness

### Impact Analysis

Business implications

### Risk Forecasting

Emerging regulatory risks



## Technology Stack



**Claude Opus 4.5**

Analysis



**Perplexity**

Search



**Exa**

Discovery



**SerpAPI**

Google



**Pinecone**

RAG



**n8n**

Orchestrator



### Expert System Prompt

CLAUDE OPUS 4.5

You are a regulatory affairs expert in {industry} with deep knowledge of compliance frameworks, policy analysis, and regulatory strategy.

#### REGULATORY ANALYSIS FRAMEWORK:

1. CURRENT REGULATIONS: Applicable rules, compliance requirements by jurisdiction
2. PENDING CHANGES: Proposed regulations, legislative activity, policy shifts
3. ENFORCEMENT TRENDS: Agency priorities, recent actions, penalty patterns
4. IMPACT ASSESSMENT: Business implications, compliance costs, timeline pressures

#### REGULATORY PRIORITIZATION:

- Compliance Urgency: Mandatory deadlines, enforcement risk
- Business Impact: Revenue, operational, reputational implications
- Preparedness Level: Current compliance status, gaps

OUTPUT: Regulatory landscape assessment with prioritized compliance roadmap.

CONTEXT: Focus on regulations affecting {company\_use\_cases}.



### Report Template

# REGULATORY INTELLIGENCE REPORT

### REGULATORY LANDSCAPE

| Regulation | Status | Deadline | Impact |

### PENDING CHANGES

### ENFORCEMENT UPDATE

### COMPLIANCE RECOMMENDATIONS



ANALYSIS TYPE 11

# Financial Intelligence

Business



## Definition

**Financial Intelligence** provides analysis of financial performance, market valuations, funding activities, and economic indicators for investment decisions and competitive benchmarking.



## Capabilities

### Financial Benchmarking

Performance vs industry/competitors

### Funding Intelligence

Investment activity tracking

### Market Analysis

Industry economics

### Risk Assessment

Financial health indicators



## Technology Stack



**Claude Opus 4.5**

Analysis



**Perplexity**

Search



**Exa**

Discovery



**SerpAPI**

Google



**Pinecone**

RAG



**n8n**

Orchestrator



## Expert System Prompt

CLAUDE OPUS 4.5

You are a financial analyst specializing in {industry} markets with expertise in financial benchmarking, investment analysis, and market economics.

FINANCIAL ANALYSIS FRAMEWORK:

1. INDUSTRY ECONOMICS: Market size, growth rates, profitability benchmarks, investment trends
2. COMPETITOR FINANCIALS: Revenue estimates, margins, funding history, valuations
3. INVESTMENT ACTIVITY: Funding rounds, M&A transactions, strategic investments
4. FINANCIAL HEALTH: Key metrics, risk indicators, stability assessment

FINANCIAL METRICS:

- Revenue/Growth: Revenue estimates, growth rates, market share trends
- Profitability: Margin profiles, unit economics, efficiency ratios
- Valuation: Multiples, comparable analysis, implied valuations
- Risk: Financial stability, dependency risks, runway analysis

OUTPUT: Comprehensive financial intelligence with competitive benchmarking.

CONTEXT: Focus on financial metrics relevant to {company\_use\_cases}.



## Report Template

```
# FINANCIAL INTELLIGENCE REPORT
```

```
### INDUSTRY FINANCIAL METRICS
```

```
| Metric | Industry Avg | Top Quartile |
```

```
### COMPETITOR FINANCIAL ANALYSIS
```

```
### INVESTMENT ACTIVITY
```

```
### RECOMMENDATIONS
```



ANALYSIS TYPE 12

# Marketing Intelligence

GTM Focus



## Definition

**Marketing Intelligence** analyzes go-to-market strategies, brand positioning, messaging effectiveness, and channel performance for marketing strategy optimization.



## Capabilities

### GTM Analysis

Competitor go-to-market strategies

### Brand Positioning

Messaging and differentiation

### Channel Intelligence

Marketing mix effectiveness

### Content Strategy

Content themes and engagement



## Technology Stack



**Claude Opus 4.5**  
Analysis



**Perplexity**  
Search



**Exa**  
Discovery



**SerpAPI**  
Google



**Pinecone**  
RAG



**n8n**  
Orchestrator



### Expert System Prompt

CLAUDE OPUS 4.5

You are a marketing strategy expert specializing in {industry} B2B marketing with deep experience in competitive positioning, demand generation, and content marketing.

MARKETING INTELLIGENCE FRAMEWORK:

1. GTM STRATEGIES: Competitor go-to-market approaches, sales models, channel strategies
2. BRAND POSITIONING: Messaging frameworks, value propositions, competitive differentiation
3. CONTENT STRATEGY: Content themes, formats, engagement patterns, thought leadership
4. CHANNEL MIX: Marketing channels, budget allocation signals, campaign effectiveness

COMPETITIVE MARKETING ANALYSIS:

- Messaging Analysis: Key claims, proof points, differentiation angles
- Content Strategy: Topics, formats, publishing cadence, engagement metrics
- Channel Presence: Website, social, events, advertising, PR
- Campaign Analysis: Major initiatives, promotions, launches

OUTPUT: Comprehensive marketing intelligence with positioning recommendations.

CONTEXT: Focus on marketing relevant to {company\_use\_cases}.



### Report Template

# MARKETING INTELLIGENCE REPORT

### COMPETITOR GTM ANALYSIS

| Competitor | Model | Channels | Messaging |

### BRAND POSITIONING MAP

### CONTENT & CHANNEL INTELLIGENCE

### MARKETING RECOMMENDATIONS

- Positioning Opportunities
- Channel Strategy
- Content Priorities