



Sentieo

SOLUTION SHEET

COMPETITIVE INTELLIGENCE WITH SENTIEO

DRIVE BETTER COMPETITIVE STRATEGY WITH FASTER INSIGHTS USING SENTIEO

Competitive Intelligence professionals are drowning in data. The tens or even hundreds of companies they track produce hundreds of pieces of data, documents, and news every week that could inform a change in corporate strategy or a competitive response.

The end result for the analyst? Material information can easily be missed while hundreds of hours a month are often wasted searching for nuggets of relevant and actionable information and an understanding of true market dynamics. With five to ten different tools often in place to search documents, extract data, and make sense of it all, competitive intelligence is a costly and inefficient process.

Sentieo helps every competitive analyst, researcher, or manager:

Save hundreds of hours researching competitor strategy and activity

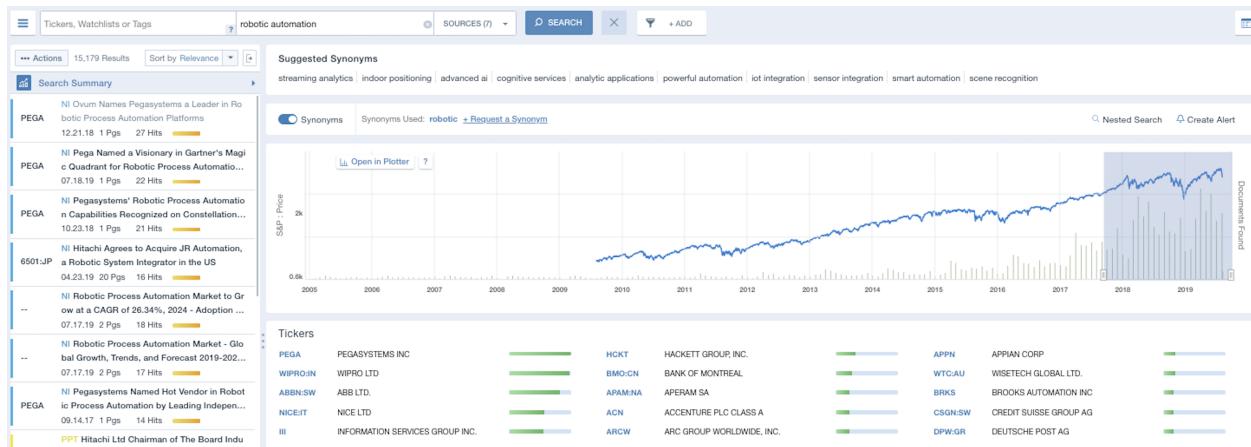
Never miss a material insight or change in strategy from a competitor

Deliver more complete competitive research

SAVE HUNDREDS OF HOURS RESEARCHING COMPETITOR STRATEGY AND ACTIVITY

Fast, Relevant Competitive Document Search And Analysis

Sentieo enables competitive analysts to find relevant, actionable data and insights fast with its AI-driven Document Search that is optimized for financial data, documents, and corporate roles. Once the right data on a competitor has been found, Sentieo makes it easy to extract and visualize data directly from filings with a few clicks using Table Explorer—no need to copy/paste thousands of data points. Analysts can also quickly identify changes in competitor strategy in minutes with Smart Summary™ transcript and sentiment analysis.



NEVER MISS A MATERIAL INSIGHT OR CHANGE IN STRATEGY FROM A COMPETITOR

Data-Driven Competitor Alerts And Dashboards

Sentieo allows analysts to track competitor strategy and communications with configurable Dashboards that incorporate news, updated keyword search results, stock performance, and other critical information. Get instant Alerts when new documents or data are published for specific competitors or company watchlists and follow competitor press releases and media coverage with integrated News Stream feeds.

The screenshot shows the Sentieo Home dashboard. It includes three main sections: 'Transcripts' (Last Week: SQ Q2 2019 Square Inc Earnings Call, Aug 3, 2019; Last Month: AAPL Q3 2019 Apple Inc Earnings Call, Jul 30, 2019), 'Company Filings' (Yesterday: GPN FWP, Aug 7, 2019; Last Week: WP 10-Q FY19 Q2, Aug 6, 2019; Last Month: GPN 424BS, Aug 7, 2019), and 'Press Releases' (Today: GPN Global Payments Announces Pricing, 5:30 AM; Yesterday: AAPL Lilly, Evidation Health and Apple Stu..., 3:45 AM; Last Week: AXP American Express and Newly-acquir..., Aug 6, 2019; Last Month: MA Mastercard Advances Its Leadership, Aug 6, 2019).

This screenshot shows the 'Add Tickers' configuration dialog. It features a header 'Add Tickers' with a close button, a row of tickers (FDC, SQ, WP, GPN, AAPL, MA, V, AXP, PYPL) with edit icons, a file upload input for '.csv or .xlsx', a 'Configure Alerts' toggle switch, and several alert settings dropdowns for Edge Alerts (NO), Press Release (KEY), Filing Alerts (KEY), and News (ALL). At the bottom are 'Save as Default Alert Settings', 'Cancel', and 'Save' buttons.

DELIVER MORE COMPLETE COMPETITIVE RESEARCH

Access To Public Company Documents And Data In One Research Platform

The screenshot shows the Sentieo command line interface. On the left is a sidebar with navigation links like 'Menu', 'Sentieo command line (shortcut: ~)', 'TICKERS', 'AUTHORS', 'SECTORS', 'NOTE TYPE', 'WATCHLISTS', 'TAGS', 'REGIONS', and 'LABELS'. The main area displays a research note titled 'Twitter Mentions of Boycotts vs SSS Impact on Share Price' with a timestamp of 'Th 06.20.19 10:14 AM'. Below it is another note titled 'Just Do It / Kaepernick Campaign: ...' with a timestamp of 'TU 06.18.19 10:45 AM'. To the right is a line chart titled 'SBUX: Twitter Mentions of Boycott Precede Same Store Sales Decline Which Pre...' showing a correlation between social media mentions and stock price over time.

Sentieo is a single, integrated platform used to search, retrieve, analyze, and tag text and financial data from millions of public company documents. Third-party and internal documents can be integrated as data sources into the competitive analysis workflow, including Aftermarket Research.

Analysts can also track, share, and collaborate on data and competitive insights through research Notes, which can be integrated into Evernote and similar products.

Accelerate your competitive agility.

Get to the most relevant competitive information in minutes to drive changes in corporate, product, and sales and marketing strategy with Sentieo.