klue
Intelligence that wins business.

Competitive intelligence on the HCM market effortlessly collected, curated and delivered to the people that rely on it.
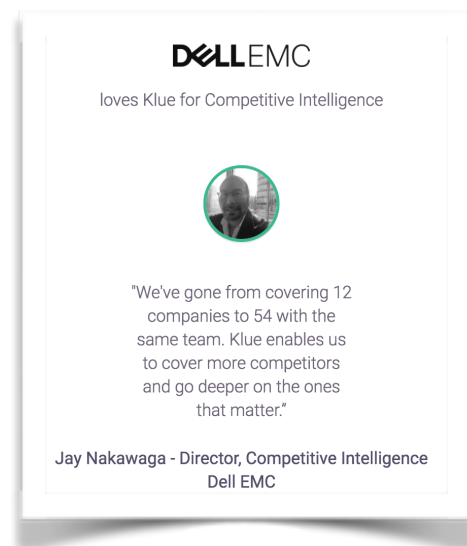
Obsessing about your competitors

There are over 200 competitors in the HCM space. That's a lot of news, updates and intel to track. Are you able to keep up?

With Klue, you unlock new info and insights buried in your company or the Web including:

- Internal systems where co-workers share across email, Slack, chat, CRM
- Kluebot scours 3.5 million sources per day looking for competitive mentions
- Website monitoring for key changes, like pricing or positioning updates

Keep intel current and all in one place

Klue helps continuously deliver up-to-date competitive insight to win more business. No more "once every 6 months" updates. Klue creates "living pages" based on giving you multiple ways to find and capture intel in real-time, curate it across the team, and share it fast:

- Centralized competitive profiles
- Filtered feed of relevant news by competitor or industry
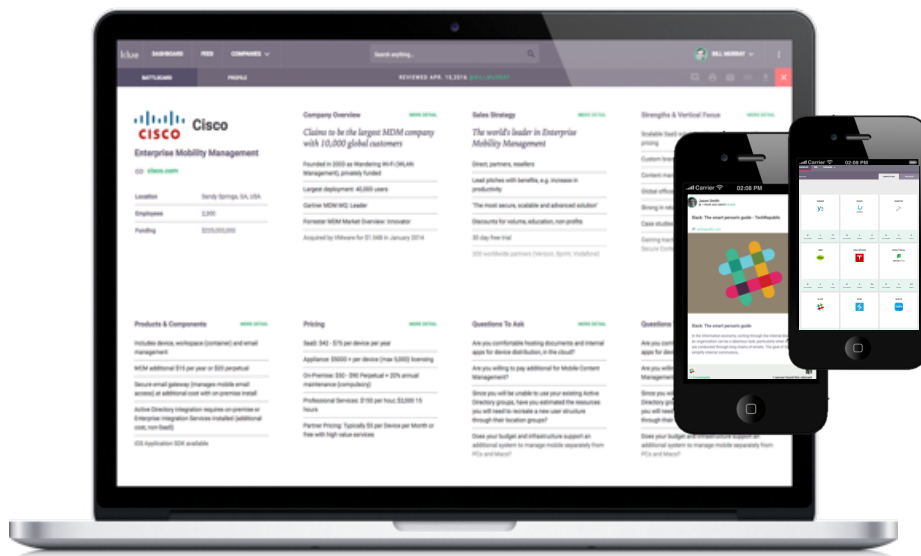- Team collaboration on any intel discovered

Feature Highlights:

- Deliver "living" battlecards and profiles
- Centralized, organized competitive profiles
- Filtered feed of relevant news by competitor or industry
- Deliver weekly "top things" digests
- Team collaboration on any intel discovered
- Access via mobile app, web, email, Slack or SFDC
- Automatically pull intel from 3.5 million sources

DELLEMC
loves Klue for Competitive Intelligence

"We've gone from covering 12 companies to 54 with the same team. Klue enables us to cover more competitors and go deeper on the ones that matter."

Jay Nakawaga - Director, Competitive Intelligence
Dell EMC

Fig. 1 Share battlecards, profiles and digests via email, mobile, Slack, SFDC and Klue

Klue helps companies continuously deliver up-to-date competitive insight to win more business.

Always up to date

With Klue, your competitive intel becomes a living document with changes broadcast instantly, new data collected continuously, ensuring you always have the freshest intel available.
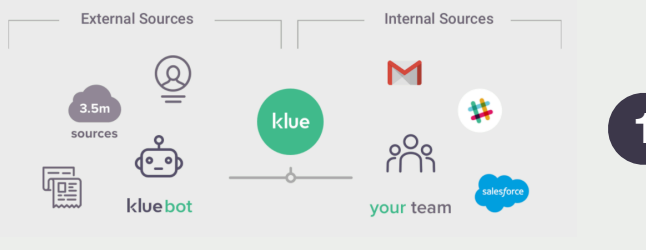
Aware of what's important

Staying on top of the competition is easy with Klue. Klue watches for relevant news, teammates save important pages, and it's all distilled into digests and alerts.
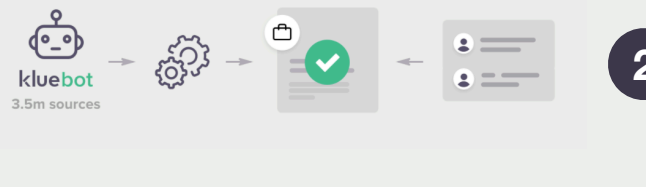
Centralized

Update effortlessly, collaborate seamlessly, and never pull your hair out searching for a document again.

Your competitive intelligence workflow just got a whole lot easier…

External Sources Internal Sources

3.5m sources

klue

kluebot

your team

salesforce

1 Collection
Collect intel shared by employees and sourced across the web

kluebot
3.5m sources

2 Curation
Curate and contextualize the content inside private hubs

slack

salesforce

3 Consumption
Share Battlecards, Profiles and Digests via email, mobile, Slack, SFDC and Klue

Adaptive Insights

loves Klue for Sales

"With Klue, our account teams leverage the intel they need to compete everyday. They love having easy access to web and mobile playbooks that are fresh, up-to-date and full of digestible information they can actually use to win deals."

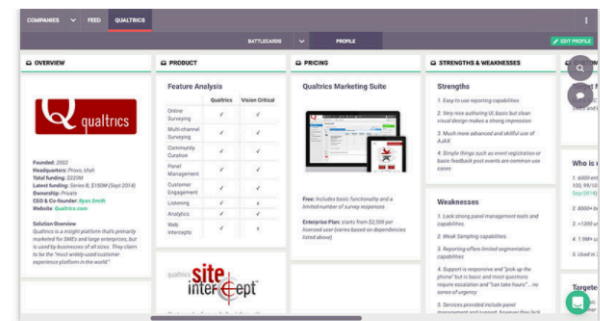Michael Schmitt - Chief Marketing Officer
Adaptive Insights

About us

Klue is a Vancouver-based SaaS company focused on revolutionizing competitive intelligence. We're data nerds with a passion for product and would love to hear from you!

hello@klue.com
www.klue.com

Start today with a free battlecard

See how your competition looks in Klue and start winning more deals tomorrow.

Select client…

VISIONCRITICAL®   DELL   CITRIX®   Hootsuite™   CR Consumer Reports™   ABSOLUTE™