

Synoptos[®] Complementary BI Capability

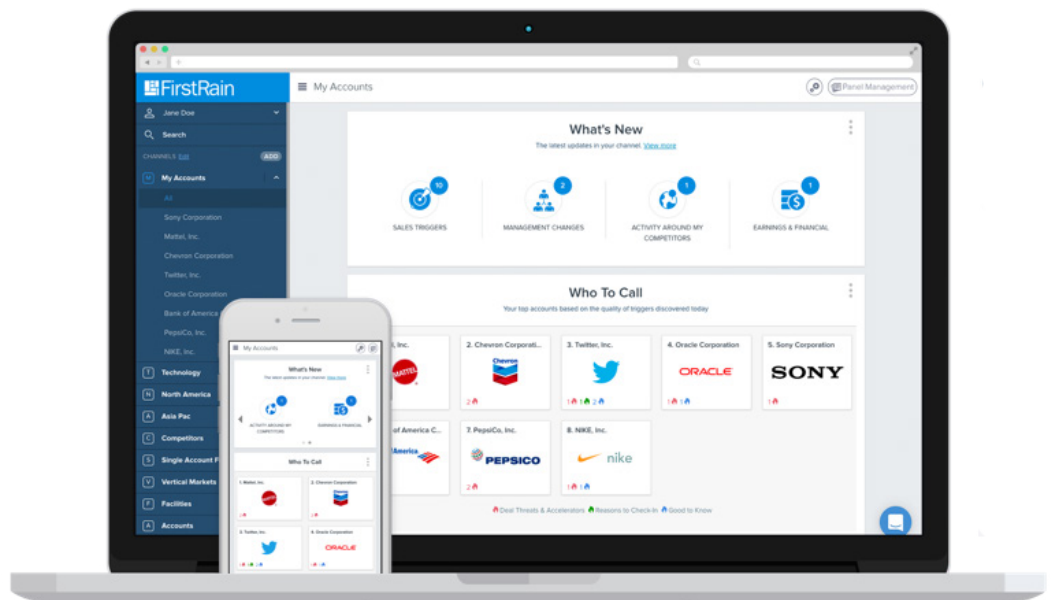
Personalized Market Insights to Complement Your Media Monitoring News Brief Solution
Powered by FirstRain

Role-Specific Market Insights | On-Demand Content | Intelligent Recommendations

The Synoptos business intelligence (BI) capability provides an entire organization, by individual employee, on-demand market insights. Via web or mobile app, customized intelligence is delivered based on area responsibility - may it be a sales executive's specific set of accounts, a marketer's industry focus or a corporate strategist's monitoring of a competitor.

Based on 700,000 data sources, the just-in-time analytics capability is designed to ensure employees are in the know, increase customer engagement and grow revenues.

 powered by **PRIME**



How it works: Synoptos, Powered by FirstRain

For Account Teams

To improve sales and account planning with market-centric analytics and real-time competitive insights that can be integrated into your CRM and are defined by and personalized for an individual's accounts, regions, etc.

For Marketing & Communications Teams

To monitor market activity and drive GTM marketing success with market-centric analytics and real-time competitive insights that are delivered to each marketer aligned to markets, strategy and competition.

For Product Teams

To ensure strategists maintain a deep understanding of their specific products during continuously changing business dynamics and target markets to support product and corporate strategy initiatives with product marketer-defined BI requirements.

Complement your media insights services, with personalized, on-demand market intelligence across your organization.




"With Ignite Prime, customers advance digital transformation across their organization with unprecedented customer-friendly economic terms," said Davin Cushman, CEO, Ignite Technologies. "Ignite Prime helps customers ignite better business performance by stretching their budgets to achieve more. Or as we like to say, deliver new capabilities that are Powered by Prime."

*Davin Cushman, CEO
Ignite Technologies*

Request Synoptos' business intelligence capability today.

This enhanced BI capability for Synoptos, Ignite's FirstRain platform, is available today, at no additional cost to customers with an active Ignite Synoptos contract. It is offered through Ignite's exclusive customer benefit program, Ignite Prime. For details, including eligibility confirmation, contact your Ignite Customer Success Manager.

For More Information

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