



# INTELLIGENCE MONITORING AND TRACKING

Proprietary AI software draws from 40 years of strategic research to answer your most pressing strategy and marketing questions – in record time.



- Knowledge Center**  
Research Intelligence
- Content Engine**  
Thought Leadership
- Consulting Practice**  
Strategic Advisory
- Global Database**  
135-Country Network

## PLATFORM COMPONENTS

### Knowledge Center

- » Deep Research from full SIS proprietary archive
- » Trend Scanning, PESTEL, Economic & Sentiment Analysis
- » Proprietary insights highlighted with citations
- » Exportable branded PDF & Word reports

### Consulting Practice

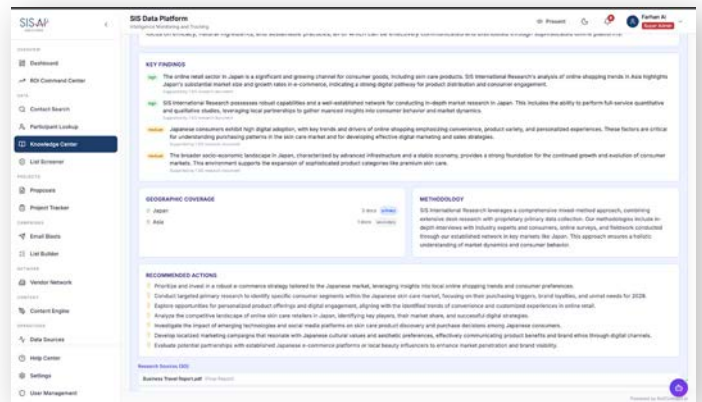
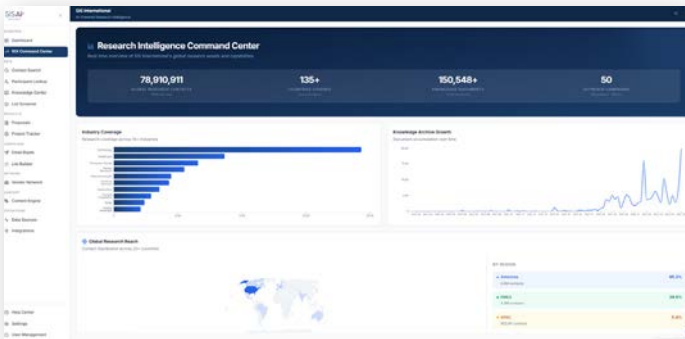
- » 9 areas: CI, Market Entry, M&A, Pricing & more
- » Project-based, subscription & partnership models
- » AI transformation & predictive analytics
- » Every engagement backed by SIS primary research

### Content Engine

- » Research-backed articles & thought leadership at scale
- » Professional data visualizations & quality scoring
- » Full editorial workflow with human review
- » Multi-format: PDF, Word, WordPress, HTML

### Global Research Database

- » 135-country coverage with local expertise
- » Participant recruitment & market sizing
- » Competitive analysis & targeted outreach
- » Fastest execution, broadest geographic reach



**Price based on project specifications**

### Contact Ruth Stanat

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Integration of your internal data into the Knowledge Center is priced separately.





# SIS KNOWLEDGE CENTER

## Who This Is For

- Research Teams.** Rapid access to decades of primary research.
- Corporate Strategists.** Market entry & investment intelligence.
- Consulting Partners.** Trusted primary research sources.
- Global Operators.** Localized research, 135 countries.
- Investors.** Independent due diligence data.

### F500

Fortune 500 Client Base

### 1000s

Proprietary Docs

### 135

Countries Covered

### 100s

Completed Studies

### 40+

Years Of Research

## CORE CAPABILITIES



### Deep Research

Full archive analysis with executive summaries, actions & source citations.



### Trend Scanning

Surface emerging patterns from longitudinal SIS data to predict future outcomes.



### PESTEL Analysis

Political, Economic, Social, Tech, Environmental & Legal frameworks for any market



### Economic Trends

Key indicators across regions, triangulated with SIS proprietary data.



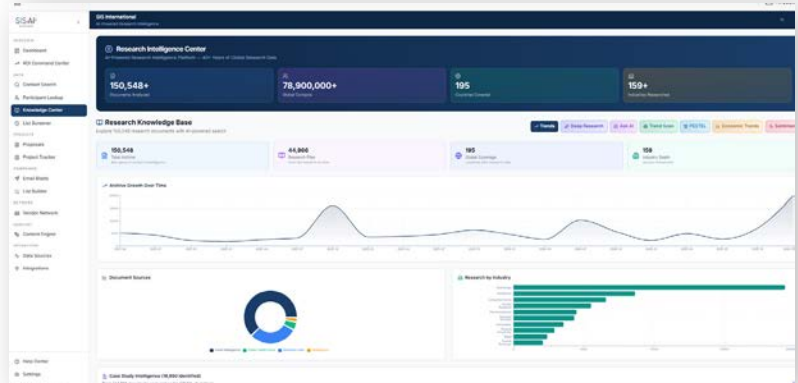
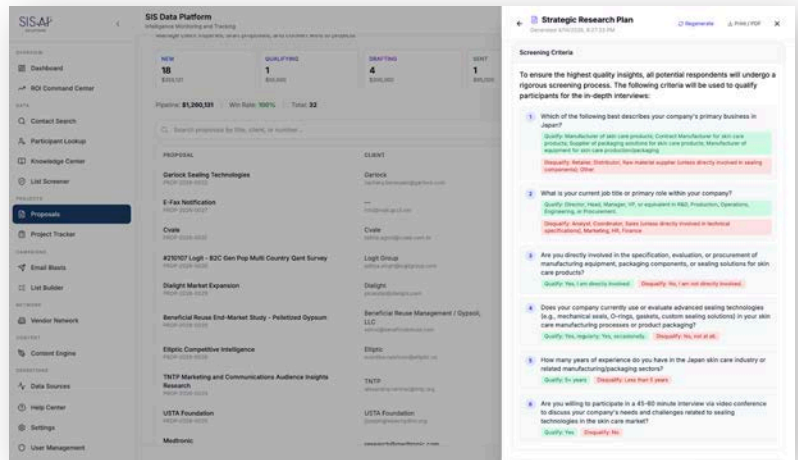
### Sentiment Analysis

Identify market attitudes through SIS survey data – beyond social media listening.



### Exportable Reports

Branded reports for client delivery & board presentations. PDF, MS Word, HTML, and Wordpress



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## SIS CONTENT ENGINE

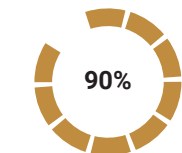
Most research platforms aggregate publicly available information. The SIS Knowledge Center is built on original, primary research – the studies, interviews, surveys, and fieldwork were done by SIS researchers in the actual markets. You get findings from Real consumers, retailers, and market participants. This ground truth is rare and extremely difficult to replicate.

### HOW IT WORKS

- 1 Select Topic**  
Industry, vertical, tone & audience
- 2 Archive Search**  
SIS research data & findings
- 3 Draft Generated**  
Proprietary data + market context
- 4 Visualizations**  
Professional charts & data tables
- 5 Editorial Review**  
Human approval & audit trail
- 6 Publish & Export**  
Web, PDF, Word or email

#### KEY FEATURES

- Research-Grounded Articles**  
The full SIS archive. Proprietary insights highlighted with full citations.
- Quality Scoring & Standards**  
Comprehensive rubric ensures consistency. Exec summaries, data viz, and recommendations.
- Editorial Workflow**  
Nothing publishes without human review. Multi-role approval, tracking, complete audit trail.
- Data Visualizations**  
Auto-generated charts: bar, pie, line, comparison tables. Brandconsistent, fully sourced.



Answers in minutes instead of weeks!



135 Countries



Original Research Data

#### BEFORE VS. AFTER SIS CONTENT ENGINE

	Traditional	Content Engine
<b>Production Time</b>	Days/Weeks	Minutes ✓
<b>Monthly Output</b>	One or two	Dozens ✓
<b>Data Source</b>	Generic/Public	Primary Data ✓

#### EXPORT FORMATS

- PDF**  
SIS branded with charts & copyright
- MS Word**  
Editable for collaboration & formatting
- WordPress**  
Direct publishing with full SEO
- HTML**  
Email, newsletters & automation

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# SIS CONSULTING PRACTICE

## Strategic Intelligence for Global Business

Four decades of expert, primary research combined with advanced intelligence technology to deliver strategic consulting grounded in original fieldwork – not analyst reports or secondhand data. Every recommendation is backed by actual research conducted by SIS.

### CONSULTING SERVICES

#### Competitive Intelligence

Competitor profiles & positioning from primary research, fieldwork & proprietary data.

#### Market Forecasting

Forward-looking projections on proprietary data, economic indicators & trend analysis.

#### A/B Testing

Statistically rigorous testing for products, messaging, packaging & pricing.

#### Market Expansion

Market entry assessments, opportunity sizing & regulatory reviews across 135+ countries.

#### Go-to-Market Strategy

Target profiling, channel strategy & messaging grounded in actual market data.

#### AI Transformation

Readiness assessments, roadmaps & competitive AI benchmarking.

#### Price Elasticity

Conjoint analysis, Van Westendorp & Gabor-Granger to optimize pricing strategies.

#### M&A Due Diligence

Independent research-backed validation for PE firms, banks & corporate teams.

#### Predictive Analytics

Anticipate market shifts with models on the largest proprietary research databases.

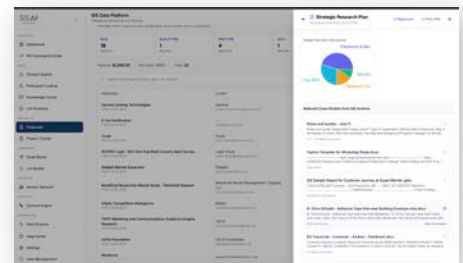
### WHY SIS CONSULTING?

**Fieldwork, not desk research.** Every recommendation backed by studies SIS conducted in actual markets.

**Ground truth intelligence.** Interviews with real participants, surveys with real buyers, real market observations.

**Global reach, local depth.** Partners & offices across Asia, Europe, Americas & Middle East – 135 countries.

**Trusted by leaders.** Fortune 500 companies, PE firms, consulting firms & government agencies worldwide.



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