

Intoscape CIC – the Power of Automated Competitor Analysis



Competitor Monitoring with Intoscape Competitor Intelligence Console (CIC)

For any organisation operating in the competitive online retail market, understanding how your competitors are behaving is key to success. Yet, securing a reliable snapshot of competitor pricing is also one of the most elusive, time consuming and challenging everyday objectives any online business will face.

Automate 'mystery shopping'

Merchandisers can spend hours 'mystery shopping' their competition, then try and use the information gathered as a benchmark to drive their preferred selling prices. But this time consuming and often inaccurate method is impractical when considering larger catalogues.

Intoscape CIC is a fully automated 'Software-as-a-Service' (SaaS) solution which will actively search targeted competitors on the internet and gather valuable and timely information for use in your business. It enables retailers to radically improve their approach to competitive analysis by using the data it gathers to proactively adjust their most appropriate pricing levels for market conditions.

Increase competitive advantage and profitability

TCM offers Intoscape CIC as a discrete service from the full Intoscape suite. It can be purchased as a hosted solution or provided as a component part of a broader Intoscape implementation.

In each scenario, users are offered a powerful route to business efficiency, competitive advantage and profitability by applying groundbreaking software technology to key eCommerce business processes, including price automation based on competitive benchmarks.

Intoscape CIC provides a simple online application interface enabling users to access and compare competitor data from multiple sites, side-by-side.

Easy Set Up, Integration, Analysis & Support

Retailers can add or remove targeted competitor sites easily and quickly and use the information to position their own sales prices both proactively and reactively as market conditions change, often by including their own web catalogue as a targeted site.

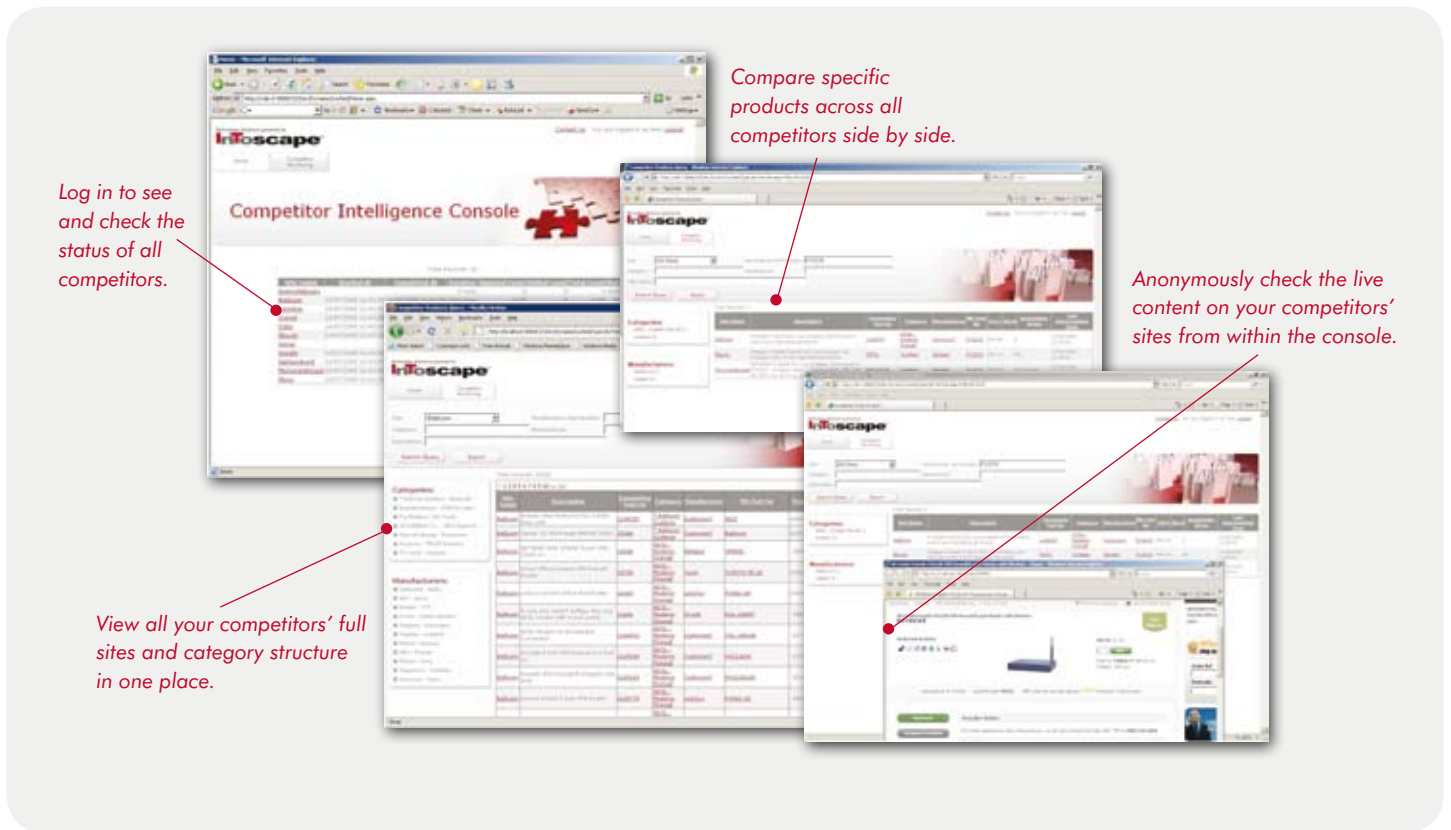
Getting Started

- Know your competitive position before you publish.
- Empower your product team to react faster.
- A discrete solution with minimal impact on existing IT systems.
- Scalable and flexible with a wide range of reports and exports.
- Quick to set up and easy to use.
- No need for specialist IT staff or software skills.

Everything you need available online 24 / 7

- CIC Intoscape is a hosted service which is fully maintained by TCM Limited throughout the subscription period.
- Secure log in and password is provided to access gathered data 24 / 7.
- Competitor data is gathered and monitored centrally with alert notifications if data is incomplete or inconsistent.
- Unlimited number of SKUs / Products per site.
- Up to 2 target sites can be changed FREE of charge within each 12 months.
- Additional competitors can be added and supported.
- Clear Service Level Agreements guarantee getting competitive data back online, should target sites change format or layout (subject to target site survey, terms and conditions).
- A comprehensive reporting and analytics package as standard.
- Export data as standard feature and Extended reporting available on request (eg Report on: Product Exclusivity by Competitor; Price competitiveness by brand by competitor).

“Watching the World Wide Web, where and when you need it the most!”



Log in to see and check the status of all competitors.

Compare specific products across all competitors side by side.

Anonymously check the live content on your competitors' sites from within the console.

View all your competitors' full sites and category structure in one place.

Reporting & Operational Monitoring

Intoscape CIC will gather selected competitor 'Price & Availability' data automatically but of course, data is much more valuable when it can be used effectively.

Intoscape CIC provides a simple online application interface which allows companies to access and compare competitor data from multiple sites, side by side and use it to help make pricing and merchandising decisions in their own catalogues.

Intoscape's Operational Monitoring technology will provide instant visual alerts when target sites change or the quality of the data gathered is incomplete.

Get more from your competitive data with Intoscape

With monitoring and reporting in place, Intoscape can help retailers build specific queries which can be customised and are repeatable so decision making is fast and accurate.

The extended functionality of the Merchandising Control Centre (MCC) in the full Intoscape suite can provide rapid analysis for 1000s of products in a single screen environment and all data can be exported to existing systems in a variety of formats to drive price automation, supply chain transactions and customer relationship management.

The TCM Professional Services team is always on hand to help with data integration projects helping businesses automate even further and leverage the most from their competitive knowledge.

“If “Knowledge is Power” then knowing what price points I need to achieve prior to publishing is “Absolute Power”!”

Learn more about Intoscape CIC

- See how Intoscape CIC users can select many thousands of products and automatically compare with their own inventory.
- Book a WebEx demonstration focused on Intoscape CIC - Watching the World Wide Web, where and when you need it the most.
- Arrange a site visit from TCM experts to discuss implementation and commercial objectives for an Intoscape licence in your business.
- **Call direct on 0845 460 4500 or visit our website at www.intoscape.com, for case studies, news and further information.**