

Sharpen your  
competitive edge

# DialogPRO Competitive Intelligence

Grow market share and develop solid strategies with must-have competitive intelligence data



## When to use it >>

- Track and capitalize on industry trends
- Discover competitive strategies and innovations
- Maximize research investments
- Monitor merger and acquisition activity
- Track trademarks, patents, product announcements and more

## Who uses it >>

- Business and financial analysts
- Competitive Intelligence professionals
- Mergers and acquisitions analysts
- Public relations professionals
- Sales and marketing professionals

## Comprehensive research coverage

*DialogPRO* Competitive Intelligence connects you to high-quality industry sources that provide the news and information you need to make informed business decisions. Get flat-rate access to robust industry information, including:

- > Business and industry news and media
- > Competitor R&D
- > Industry statistics and tables
- > Late-breaking corporate developments
- > Market research
- > Patent and trademark coverage

## Big business information at a small business price

*DialogPRO* Competitive Intelligence works within your requirements and your budget. As a subscriber, simply "pick and choose" the channels that meet your needs – all under a single flat rate price. Plus, you'll have the

opportunity to access *Dialog's* complete collection of nearly 600 databases for transactional purchases, ensuring that you have access to the world's largest collection of premium content.

## Get results fast

Developed by top research professionals in the industry, the *DialogPRO* Competitive Intelligence interface is comprised of user-friendly search forms that are linked

to premium content. Your search will retrieve relevant results quickly from the highest quality business sources – eliminating the need to sort through thousands of useless hits.

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## What is PRO?

PRO stands for Predictable Research Online:

### Predictable

Research Options are available for small businesses. Not all organizations are the same. Choose the *DialogPRO* channel that fits your needs. Pay one fixed rate and use *DialogPRO* as often as you want.

### Research

*DialogPRO* contains the information to monitor industry trends, prepare for client presentations

and also make informed decisions. When it comes to content, *Dialog* is your connection.

### Online

*DialogPRO* is fast. The interface is a collection of intuitive fill-in-the-blank search forms. Behind-the-scenes search queries ensure that you retrieve the most relevant documents eliminating the need to sort through thousands of useless hits.

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## Get DialogPRO Competitive Intelligence now

*DialogPRO* Competitive Intelligence makes research accessible and affordable. Contact us today to build your competitive advantage.

To learn more about *DialogPRO* Competitive Intelligence, visit

[www.dialog.com/products/dialogpro/](http://www.dialog.com/products/dialogpro/).

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