



Company Overview

Introduction to Services, Focus Areas & Expertise

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Agenda

-  Who is Compass Intelligence?
-  Our Company
-  Our Coverage & Plans
-  Thought Leaders Research
-  Engaging with Compass
-  Contact Us

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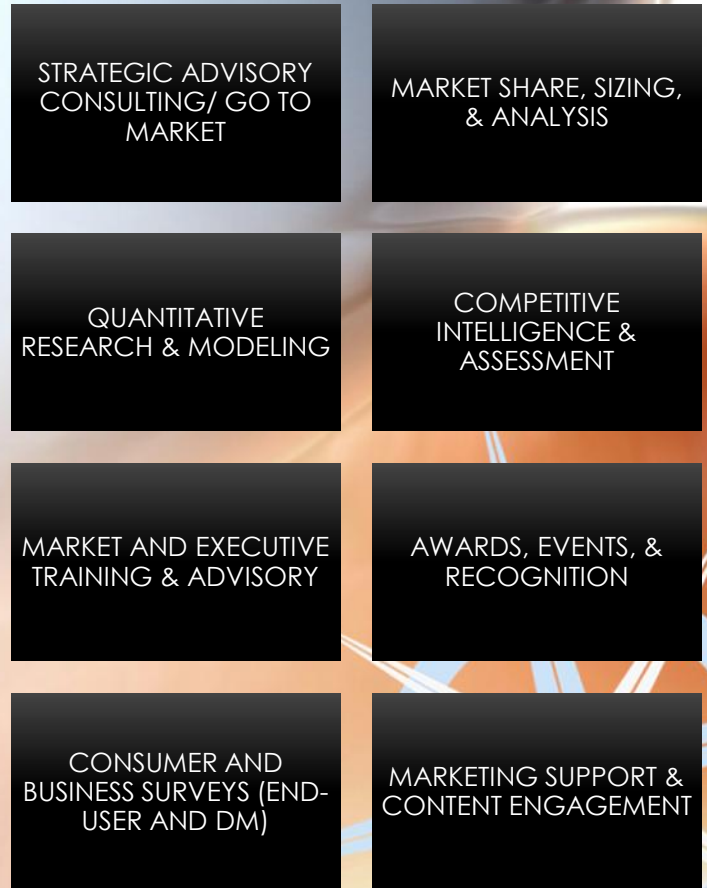
 **COMPASS INTELLIGENCE**
DELIVERING METRICS-DRIVEN INTELLIGENCE & INSIGHTS

About Compass Intelligence

Compass Intelligence is a strategic market analytics and advisory firm delivering metrics-driven intelligence and insights in mobile, IoT, and emerging technologies.



- 13 years serving technology companies, consulting firms, financial/investment firms, and organizations
- Custom and annual retainer services, from small scale projects that range from weeks to a year
- Comprehensive forecasting/modeling, competitive framework and market tracking, and client content engagement services
- Launched new CompassIntel A-List Index services in 2018
- Bringing creative ideas and tools to support your company's differentiation, growth and expansion



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Our Reach



- U.S., North America and Global Segmentation
- Cover other high tech areas including Cloud, Managed Offerings, IT Infrastructure, Security, Wearables

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Research Capabilities & Expertise

NEWSLETTERS: Internal competitive intelligence newsletters

CLIENT/PROSPECT NEWSLETTERS: B2B or Consumer Client and Prospect newsletters

ENGAGEMENT: Whitepapers, Webinars, Infographics, Executive Briefings

RAMP UP: Emerging Technology Ramp up

CUSTOMER INSIGHTS: Use Case Analysis, Industry Evaluation

INDUSTRY DEEP DIVE: Vertical Market Deep Dive, Industry Technology Review

MARKET STUDIES: Market Analysis and Insights Report

GO-TO-MARKET: Partner, Channel, Strategy

PRIMARY RESEARCH: Surveys

COMPETITIVE INSIGHTS: Competitive Profiling & Analysis

QUANTITATIVE: Market Sizing, Forecasting, TAM/SAM Development, Modeling

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Custom Engagement, Advisory, & Consulting Services

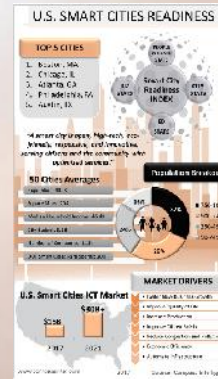
- Market opportunity analysis, new product entry or expansion into new market segments
- Customer segmentation analysis, by size of business and vertical industry
- Platform analysis of application development, device management, billing/OS, etc.
- Target profiling to understand customers' requirements, buying patterns, attitudes towards the organization and its competitors
- Competitive analysis to identify strengths, weaknesses, threats and opportunities in the competitive landscape
- Channel research to understand the channel strategies and programs of competitors and to identify the most effective routes to market
- Sales analysis to understand why a company is winning and losing business and how to increase wins
- Customer satisfaction and brand perception studies
- Market Share and deep level segmentation analyses
- On-Site Ideation and Planning sessions to discuss strategic, partnership, product development, and marketing initiatives
- Deep level market trending & analysts, executive sessions

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Combining Market Insights w/Content Engagement

Attract & Engage B2B and IoT Customers With Researched and Actionable Content

- Whitepapers
- Case Studies
- eBooks
- Quick Survey & Infographic Bundles
- Individual Infographics and Market Snapshots (See Samples)
- Giphy and Interactive Media
- Newsletter Content
- Social Media Management and Engagement
- Business & Event Collateral
- Press/Journalist Engagement and Introductions
- Self Publishing of Articles & News
- Automated Content Curation



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Why Compass Intelligence?

- Senior staff includes various skills including engineering, Statisticians, MBAs, Doctorates, and senior staff that have worked within the telecom/IT sector
- Leverage deep level analytics AND survey data intelligence base to launch strategic product initiatives, channel programs, and business planning.
- Extend your market intelligence arm providing 3rd party validation and expertise in marketing, product, strategy, modeling, ROI assessment, and other areas of your business.
- Embed our experts into your organization to support 360 degree view
- Acting as an Extension of your team

Personable Senior Team

Actionable Analytics

Strategic Support

Successful Fact Base

Realistic Intelligence

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Clients we have served...



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Website:

<http://www.compassintel.com>

Inside Mobile Blog:

<http://www.compassintelligence.com/blog>

CIO.com/IDG Blog

<http://www.cio.com/blog/inside-the-transforming-enterprise/>

A-List Index

<https://www.compassintelligence.com/a-list-index.html>



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