

# Business Intelligence: More success with customised knowledge



**Dr Sabine Graumann, Director, TNS Global Business Intelligence**

- What can a global financial service provider do to anticipate changes within competitors rather than react to it? How can they stay one step ahead of competition?
- What can a Ministry of Economic Affairs do to be aware of important recent trends of the global information economy? How can they consider in their daily decision making processes all issues relevant to such a fast moving industry sector?
- What can a leading newspaper do to prove how the reputation of a company was built by media reports? How can the PR agency involved control how efficient their PR work was?

If clients want to make these informed business decisions, they should rely on Business Intelligence. Business Intelligence is a process for professionally gathering, processing, evaluating and disseminating knowledge. TNS, one of the global players in market research, offers its clients smart Business Intelligence solutions.

## The Business Intelligence solutions provided by TNS

Only the best expertise available leads to better decisions and better decisions lead to a better business. TNS provides:

- 'TNS Business Intelligence': This is the global business intelligence and information consultancy division of TNS, specialising in design and implementation of desk research solutions, investigative research and business- to-business interviewing.
- 'EX-A-MINE': 'Toolbox' of data mining methods which enables clients to unlock information and identify patterns in customer data which will give actionable insights.

## TNS Business Intelligence: high quality – customised information.

All our work is directed towards supplying high quality business information tailored to meet the individual requirements of decision makers. A search of published information to establish what already exists on a topic is one of our first ports of call when conducting any work on a particular client request. However, if it's been done before,

there's no point in reinventing the wheel again and again.

Access to information is commonplace. The balance of power has shifted from availability and accessibility to content and competence.

## From information availability to competence, accuracy, liability and control

If appropriate, any researched information is complemented with interviews, group discussions or workshops, conducted by an experienced team of information consultants specialised in almost any sector. Fundamental to the TNS Business Intelligence concept is that sources and contacts are considered to be Business Intelligence assets.

This methodological approach is particularly pertinent to delivering reliable high-quality information, e.g. to verify the researched information, to fill in gaps, to clarify relationships, to interpret misleading data, etc.

TNS Business Intelligence excels at the technicalities of searching, the intricacies of source selection, and the understanding and interpretation of the information researched.

TNS Business Intelligence provides clients with a true competitive advantage and turns data into actionable intelligence.

## Global scope

TNS has developed a comprehensive and valuable global network of reliable sources and experts that would be extremely difficult to obtain by non-specialists. Our sources have proven their expertise in their home countries on many occasions and, when combined with our TNS Business Intelligence Unit, ensure that comprehensive exclusive information solutions are offered.

## TNS Business Intelligence specialises in:

1. Delivering 'competitive intelligence': An important method of building and improving a company's bottom line. The focus is on figuring out the relative positions of the various major

competitors against those key drivers that will make the difference between winners and losers. We review secondary data. We conduct consultant level business-to-business interviews with industry experts. We provide short term competitive profiles or offer extensive continuous competition monitoring. For heavy users we design electronic in-house Competitive Intelligence Systems.

**2. Gathering market and industry intelligence:** Market studies particularly suited to find out about your market size and industry drivers to help you develop new products, evolve strategies, enter new markets, prepare M&A, reach the most suitable target market for your products or services, learn about key players, screen business opportunities.

**3. Measuring PR work and its effectiveness:** We measure PR

efficiency in all media and among important target groups. Continuously track how your PR work influences your reputation, your brand affinity or your financial developments. That demonstrates the benefits of PR to top management.

### Putting customised knowledge first

Above all, TNS Business Intelligence reports are designed to be practical – a resource to be used by CEOs, senior management and project managers.

TNS is a leading global provider of market information. Across all continents, across all market sectors, TNS's research and consulting services are aimed primarily at the decisive areas of strategic and tactical understanding. One of the group's major assets is its highly qualified staff with in-depth understanding and expertise in many business sectors. Our

global teams in 70 countries always embody three competence levels: local/regional expertise, sector knowledge and business solution competence.

We provide research, advice and insight on market segmentation, advertising and communications, new product development, brand performance and stakeholder management. Please visit our websites: [www.tns-infratest.bi.com/english](http://www.tns-infratest.bi.com/english) and [www.tns-global.com](http://www.tns-global.com)

*For further case studies please refer to: [www.tns-infratest-bi.com/english](http://www.tns-infratest-bi.com/english)  
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## Case studies – how you can profit from business solutions:

### Competitive Intelligence: 'Monitoring financial services provider competitors in Europe'

**Scope/Aim:** Continuous tracking of all crucial events of the competition in Europe concerning, e.g. prices, new products, M&A, strategy development, consumption behaviour, etc.

**Content:** Continuously updated internet database with filtered and summarised most important competitive knowledge selected from published and exclusive sources. Monthly chart report. Summary every six months supplemented by expert evaluations.

**Methodology:** Desk research including design and set up of TNSInfo client's portal. Expert interviews.

**Key Benefits:** Tailored early warning system with continuous updates. Stay one step ahead of competition. Make your move before the market does. Bring light to many competitive conditions that may not be readily apparent.

**What our customers said:** Very responsive within extremely tight up-dating intervals. Delivered beyond expectations due to e-site.

**Commissioned by:** one of the largest financial services providers world-wide

### Market Intelligence: "Monitoring the global information economy"

**Scope/Aim:** Worldwide benchmarking study for all regions. Continuous tracking of the market of information technology, telecommunications, mobile communications, the internet, e-Commerce, m-Commerce, e-Government with respect to their market structures, infrastructural preconditions and applications.

**Content:** Analysis of emerging trends and new markets in a fast moving industry. SWOT analysis of the information economy with recommendations for further political actions.

**Methodology:** Desk research. Expert interviews with more than 120 experts. Yearly up-date.

**Key Benefits:** Summarised by the Technical University, Munich and 'think consult' who evaluated the study: 'TNS Business Intelligence

pioneered in creating a trademark for politicians, suppliers and all users of the information economy. This is very important as actual official statistics for this new industry are not available yet to assure firm decision making processes in this new market.' More than 250,000 downloads.

**What our customers said:** The range and depth of sources is very impressive, and the charts provide a useful way in the most important results (Royal Bank of Scotland).

**Commissioned by:** Ministry of Economic Affairs and Labour, Germany  
Download free of charge: <http://www.tns-infratest-bi.com/bmwa/english>

### PR-Effectiveness: Measuring PR effectiveness in printed media

**Scope/Aim:** Measuring and monitoring the efficiency of PR in printed media.

**Content:** Media resonance analysis: which messages are published by the media and, therefore, can be perceived? Outgrowth analysis: what is the direct effect on the target groups, how are the PR messages perceived?

**Outcome analysis:** What is the indirect effect on the target groups, how is the reputation improved? Outflow analysis: how does the economic success or brand value change due to PR?

**Methodology:** Desk research of the published reports and media resonance analysis combined with media use analysis (field research for one year: 7,362 interviews).

**Key Benefits:** Media reports increased the sympathy for new products by a greater degree than advertising campaigns could. The strong influence of PR on awareness and sympathy was unambiguously measured.  
**What our customers said:** Finally, a tool to measure PR effectiveness and to support PR budget settings (Financial Service Provider).

**Commissioned by:** Der Spiegel, one of the leading German weekly business journals