



Service Offering Overview

# Voice of the Industry™

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Go-to-Market Acceleration

You're busy keeping your own house in order. It's tough to keep tabs on everything going on in the industry.

But there are times when you need to check in on the competition, evaluate your offering versus theirs, or even seek potential partners (or acquisition targets) that may fill a gap that your customers are looking for.

## WHAT WE DO

To bring clients this critical perspective, we've created an integrated, multi-channel approach to industry research.

It combines a vast network of subject matter experts, an AI-driven toolset for company profiling, best-in-class survey techniques, and old-fashioned roll-up-the-sleeves research. More importantly, we've got a 50-year head start, because we ourselves are experts in the industry, and we know where to look and what questions to ask.

Finally, we don't just hand over the raw research. We go further to apply the research to the problem at hand, providing actionable recommendations to take those important next steps.



## TYPICAL DELIVERABLES



Competitor Landscape



Competitor Offerings & Capabilities



Comparative & Gap Analysis



Best Practices & Case Studies



Industry Trends and Marketplace Insights



Recommendations, Considerations, & Actions

## ABOUT FURTHER

We are a boutique management consultancy focused on converting strategic vision into business reality.

We always go the extra mile, equipping our clients with critical insights and plans for navigating challenges and accelerating change.



**Sam Shevat**  
Marketplace Insights Champion

**CONTACT US!**

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