

## RELIABLE COMPETITIVE DATA FOR BETTER DECISION MAKING

“We had a competitive intelligence program, but we needed to move to the next level and looked for a partner that could consistently deliver the information, improve our match rates, and look at new methods to improve the entire process.”

### Challenges

A large **global electronic components distributor** needed a more sophisticated partner to take them to the next level of competitive intelligence as they had outgrown their own resources and previous partners' capabilities.

They required a partner who could:

- Demonstrate **robust** competitive intelligence capabilities at the industry level
- Gather full catalog and pricing data from **over 130 competitor** websites monthly, as well as partial catalog data of an additional **~40 websites**
- Perform matching process and deliver **matched files** by brand, MPN/EAN, and description attributes, then transform aggregated data into XML feeds

### Benefits



Educated decision making about product positioning of **~1M SKUs**, potential revenue opportunities, price changes, and margin movements



Improved competitive data, with **85M product matches weekly** to enable top to bottom assessments by market



Implemented self-service tool for data gathering and report generating by global users, organizing **over 200 million price points** per month in a useable format for rapid decision making

eClerx Digital created a robust and reliable process that allows for ongoing competitive intelligence support