

# Topics that transform information into intelligence

Get human-curated insights on Competitors, Customers, Prospects, Key Accounts and Industries from news, corporate websites, Government and regulatory portals, and the social web including blogs, Twitter, Facebook and Youtube.



## Management Changes

Stories related to hiring departure and internal moves of management executives and Board of Directors including CXO, Directors, VPs, Head of Departments, General Manages for all levels.



## Business Expansion

Stories related to a company expanding operations in terms of either new facilities/factories opening, business operation expansion or entering the new segment, markets/industries or mass hiring.



## Partnerships and Alliances

Partnerships, alliances, deals, JVs, agreements, affiliations, distribution agreements, contracts with another company for a common goal. This DOES NOT include sales/ procurement deals.

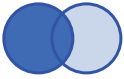


## Competitive Landscape

Competitor insights, market share updates, competitor product launches, and competitive analysis.

## M&A Activities

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Mergers, Acquisitions, Amalgamations, Spin-offs, Buyouts, Sell or purchase of assets and takeover activities. Any news and analysis about an M&A deal. (deals/stake buys only if they take controlling stake)

## Regulatory and Legal

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Regulatory implications w.r.t. SEC, CFTC, Fed, FDIC, FinCEN, FINRA, OCC, NCUA, CFPB, NAIC, NFA and FDA for the company. Any other Government Regulations impacting the company, Any litigation or legal activities companies get into.

## Funding Activity

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Raising funds, IPO, debt financing. DOES NOT include fund raising for restructuring.

## Operational Challenges

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Issues related to company operations, and workforce (factory shut down, system failure, production halt, product defects or recalls, missing service levels, strikes, employee issues, etc.)

## Financial & Business Performance

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Earning announcements, earning analysis or outlook, sales figures, earning transcripts, repurchase stock, and paying dividends, EPS.

## Awards & Recognitions

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Awards and recognitions received by the company. Stories related to rankings of companies by third-party.

## Bankruptcy & Restructuring

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Bankruptcy news, restructuring of debts or restructuring of operations.



## New Offerings

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Launch of new products or services, new feature release of any existing product or service and any new educational courses.



## Cost Cutting

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Reducing company expenses and improving profitability through layoffs, pay-cuts, and facilities/operations/factory shut down.



## Procurement and Sales

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Sales deals, procurement/vendor deals, customer wins or losses, contract, rights acquired.



## Events

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Exhibition, event or gathering which is organized, sponsored or participated by the company. DOES NOT include earning conference transcripts.