

# Topics That Transform Information into Intelligence

Get Insights on Competitors, Key Accounts, Prospects, Industries, and Search Terms from Company Websites, News Websites, PR Agencies, Industry Journals, Research Articles, Government and Regulatory Portals, and the Social Media Including Twitter and YouTube.



## Management Changes

Hiring, Departure, and Internal Moves of Management Executives and Board of Directors Including CXOs, Directors, VPs, Head of Departments, General Managers for All Levels.



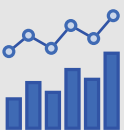
## Business Expansion

Company Expanding Operations in Terms of Existing or New Facilities / Offices / Factories / Plants, or Entering a New Segment / Market / Industry / Geography.



## Partnerships and Alliances

Company Entering into Partnerships, Alliances, JVs, Licensing Agreements, Affiliations, Distribution and Franchise Agreements.

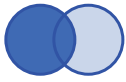


## Competitive Landscape

Business Activities by a Competitor to Strengthen Its Position in the Market. Includes Competitor Product Launches, Market Share Updates, Change in Strategy.

## M&A Activities

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Mergers, Acquisitions, Amalgamations, Spin-Offs, Buyouts, Demerger, Sale or Purchase of Assets and Takeover Activities. 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 a Company. Any Other Government Regulations Impacting a Company, Any Litigation or Legal Activities a Company Get Into.

## Funding Activity

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Companies Raising Funds or Planning / Completing IPO or Getting Debt Financing. Also Includes Investing in Another Company or Providing Funds / Grants to Other Company.

## Operational Challenges

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Issues Related to Company Operations, and Workforce (Factory Shut Down, System Failure, Production Halt, Supply Chain Disruptions, Inventory Issues, Product Defects or Recalls, Missing Service Levels, Strikes, and Employee Issues).

## Financial & Business Performance

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Earning Announcements, Earning Analysis or Outlook, Sales Figures, Earnings Transcripts, Repurchase Stock, and Paying Dividends, EPS.



## Awards & Recognitions

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Companies Receiving Awards and Recognitions from Customers or Leading Industry Associations. Also Includes Rankings of Companies.



## Bankruptcy & Restructuring

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Company Filing or Intending to File for Bankruptcy, Restructuring of Debts or Capital.



## New Offerings

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Company Launching New Products or Services, Announcing New Feature Release of Existing Products or Services. Also Includes R&D Activities for New Products / Services.



## Cost Cutting

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Company Reducing Expenses and Improving Profitability Through Layoffs, Pay Cuts, and Facilities / Operations / Factory Shut Down.



## Procurement and Sales

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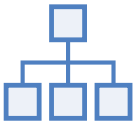
Sales Deals, Procurement / Vendor Deals, Sourcing Planning / Demand Supply Forecasting, Client Wins or Losses, Contract, Rights Acquired.



## Events

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Exhibition, Event or Gathering Which Is Organized, Sponsored or Participated by a Company.



## Corporate Restructuring

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Company Altering / Modifying the Way the Corporate Entity, Its Subsidiary Companies, or Its Various Business Units Are Structured and Held.



## Negative News

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News Which Negatively Affects the Brand, Image or Value of a Company.



## Hiring

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Mass Hiring or Recruitment of Employees by a Company.