

# Case Study

## Mobile Operator

### The Challenge

Recent years have seen an explosion in M&A and partnership activity in the mobile content market, as manufacturers and operators vie for their share of this fast-moving industry.

As a global leader, the client needed to ensure that their partners and acquisition strategy was built on a knowledge of all activity, worldwide across all strategic teams.

### Solution

StrategyEye allowed the client to align all their teams around one single 'battlefield' view of the industry. Coupling proprietary technology for rapid scanning and indexing of expert blogs, news and research feeds with human analysis, this tool was customised to the client's specific challenges:

- Tailored Watchlist reports were set up to allow each team to monitor the market to their specific focus; from spotting hot new start-ups for the M&A team; to alerting the Strategic Intelligence team of their competitors' every move.
- StrategyEye's collaboration tools enable the client's users to share intelligence and comments, not only across departments but also across the many countries in which the teams are based.
- The client values StrategyEye's leading TMT analyst's viewpoints, reports and commentary highly, using them to inform their view of the marketplace and it's potential developments.

### Results

- Teams are working more efficiently, filtering intelligence to exactly their areas of interest.
- Teams are working collaboratively, whilst maintaining their separate focus.
- Users make sense of the comprehensive data and intelligence with the help of analysis and comment from leading TMT analysts.

#### Client Users: Director of Strategic Intelligence

+50 users across five core strategic teams; Corporate Intelligence; Strategic Intelligence; Business Development; M&A; and Market Intelligence.

### what our clients say

**Carphone Warehouse**

"StrategyEye is the only tool allowing our senior executive team to easily filter Digital Media news, blog rumours and dealfow – and put it into context. StrategyEye has a key role in supporting corporate and business development – tracking competitors and hot new companies."

**Head of Competitive Intelligence,  
London**

**sky**

"StrategyEye is the only comprehensive tool covering the digital media markets in a way that is highly relevant to our high level strategies. By tracking competitors and market activity, it effectively identifies emerging threats and most importantly - gets us thinking laterally about new opportunities for revenue and commercial growth"

**BskyB**

**BENCHMARK  
CAPITAL**

"StrategyEye daily alert is fantastic. Very up-to-date and with comprehensive coverage of the internet, wireless and media sectors. It's my 'must-read' every morning"

**Benchmark Capital, London**

**itv**

"We use StrategyEye to both monitor UK and international news and rumours but also to identify and understand emerging new companies across all the new digital media channels."

**Strategy Director, ITV PLC**