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i g e n c e .

**Comintell**

We put confidence into your decision making

[www.comintell.com](http://www.comintell.com)



## MANAGING INFORMATION IS BUSINESS-CRITICAL TODAY

What do CEO's and executives really base their decisions about the future on? Roll of the dice, gut-feeling, advice from 'management-gurus', same as yesterday, by chance or on a carefully initiated analysis? 'Intuition' is, and will remain, a key component of executive decision making.

However, in order to stay ahead of competition, executives also need to take into account what is happening in the world around them in

a more structured and analytical way, interpret this and *then* make their decisions.

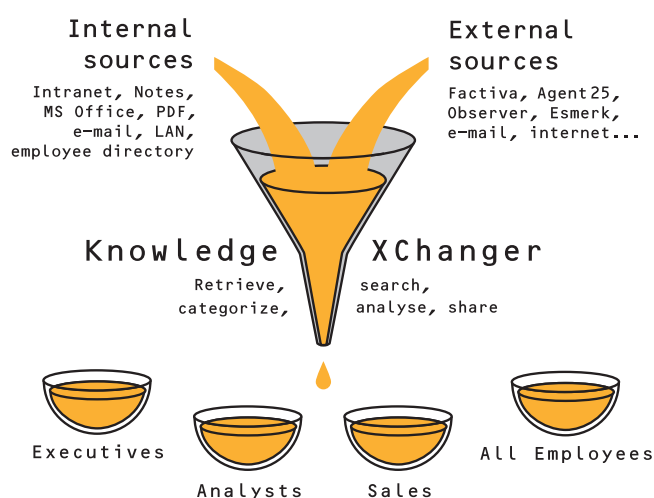
Today it is mission impossible for any CEO or top manager to stay abreast of all events in their business environment. CEO's simply do not have the time to efficiently get the right information from today's vast information flow without qualified support.

## WHAT CAN COMINTELL DO?

Comintell is the leading provider of software for competitive intelligence. Over the years, we have gained unique expertise in integrating high quality content from many different sources (e.g. news providers, market research companies, internet) into one user-friendly interface. We help our customers filter out the most relevant information and make sure it lands on the desk of the person who can act upon it. We help our customers get less from more.

Comintell provides a tool that helps:

- CEO's to spot business changes and adjust company strategy accordingly.
- Analysts to be more confident about what the trends of tomorrow are.
- Sales people to find new leads and be better prepared for the next customer meeting.
- Communications and PR departments to be aware of current events and media opinions.
- Product developers to learn from each other and gain inspiration for new ideas.
- All employees to share market knowledge and be able to serve customers better.



Using Comintell software will enable you to discover risks and opportunities in your business environment early enough to take advantage of them. To act, instead of react.

In order to be able to provide total solutions, Comintell maintains close partnerships with companies providing complementary skills and resources, such as:

- Resellers
- System integrators
- Consultants
- Content providers
- Technology companies

## QUOTES FROM THE MARKET

'After a comprehensive tender process, we selected Comintell mainly because their software promises to greatly facilitate and encourage the sharing and distribution of competitive intelligence across the whole of our organization. Comintell Knowledge XChanger is an off-the-shelf product that can be quickly implemented into our IT environment.'

– Roger Bishop, Director of Competitive Intelligence at Biovitrum, a Comintell customer

'With Knowledge XChanger everybody can easily search and publish reports, interesting articles, customer cases, ideas etc. We save time, are

less dependent on specific persons and can use the knowledge we already possess in a more efficient way – both in sales as well as in customer delivery.'

– Annie Holmquist, Project manager at Alumni, a Comintell customer

'Tetra Pak's global intelligence system has been key to us. It is based on Comintell KXC and I am very pleased with it.'

– Thomas Stridsberg, Strategic Global Marketing at Tetra Pak, a Comintell customer

## COMPETITIVE INTELLIGENCE CAN DETERMINE YOUR SURVIVAL IN THE LONG RUN

Competitive intelligence is all about managing information about a company's external business environment.

How many military commanders would dare to make decisions without consulting their intelligence sources first? Probably none, yet too many business CEO's still gamble and make decisions without consulting their intelligence officers. Sure enough, decisions are

made with or without competitive intelligence. The question is how much longer companies can afford to do without?

In today's fast moving world, too many companies are driven by short term goals and do not look ahead far enough. Although the benefits of competitive intelligence can be difficult to measure in the short run, it can be what determines your survival in the long run.



## KNOWLEDGE XCHANGER – KXC

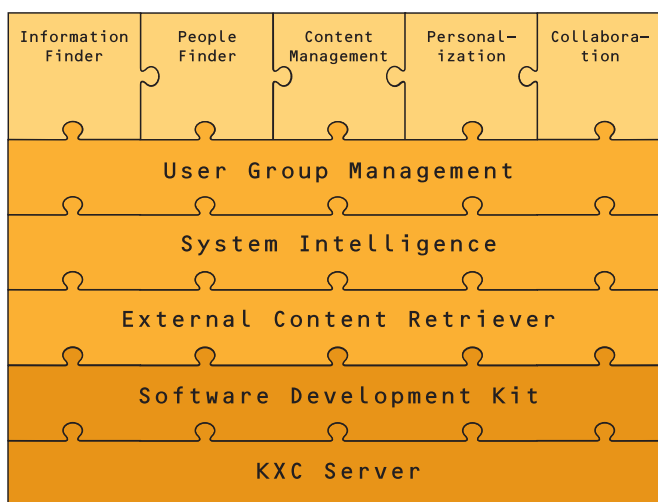
Comintell KXC is a web-based and modular platform that retrieves, manages and distributes business information within a company.

Comintell KXC can integrate and structure information from many sources (whether internal or external, people or documents) in one place. It can be provided as an intranet, internet or extranet solution. KXC Server is the core of Comintell's suite of products. On top of this, customers can choose to add different functionality modules according to their needs and requirements.

Comintell KXC is the result of practical user experiences from some of the most successful companies in the world.

Comintell KXC is used by a large number of different types of companies ranging from small consultancies to mid-sized research companies to multinational Fortune 500 companies. Comintell strives for a long-term relationship with our customers and regularly arranges different networking events.

We invest considerably in product development, with new versions launched regularly. This has resulted in continuously improved solutions that are innovative, cost-efficient, fast and flexible.



### PRAISE AND RECOGNITION

'In my opinion, the price-performance ratio of Knowledge XChanger is exceptional compared to its competition. You should therefore expect a high return if you decide to invest in Knowledge XChanger.'

– Richard Livijn, CI consultant in his review of Comintell KXC that appeared in SCIP's CI Magazine, Volume 7, No 3, May-June 2004.

'A user-friendly software package that can provide a total CI software solution for all types of organizations.'

– Aurora WDC '2004 Enterprise Competitive Intelligence Software Portals Review'

### AWARDS



'Competia presents the outstanding tool Knowledge XChanger, our winner in the Best Software category. This is an intranet-based software application designed for knowledge management, and it supports the flow of business intelligence and knowledge'

– Competia award for Best-in-Class software for Competitive Intelligence in 2003

## ABOUT COMINTELL

Comintell is the leading provider of software for competitive intelligence. The company develops, markets and sells the award-winning and patented product Knowledge XChanger (KXC). Comintell's mission is to put confidence into the customers' decision making. Examples of reference customers are Alumni, Biovitrum, Eniro, Skanska, TeliaSonera, Temporent, Tetra Pak and Volvo. The company was founded in 1999 and is based in Stockholm, Sweden.

The logo for Comintell, featuring the word "Comintell" in a sans-serif font. The "Com" is in blue, "intell" is in orange, and "ell" is in blue.

We put confidence into your decision making.

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