



Simplifying informed leadership

In a world of too much

World-class market intelligence monitoring & analysis solutions

m-brain.com



Global reach, local knowledge



At M-Brain, we believe every organisation deserves the right to access deep and valuable insights about their industry. From daily monitoring to strategic analysis projects, our range of solutions are designed to serve organisations with all or some of their intelligence needs.

And with advanced in-house technologies and 600 experienced consultants on 13 countries throughout the world offering customised solutions, it's no wonder why hundreds of leading organisations turn to M-Brain to overcome their intelligence challenges.

IN JUST 10 YEARS, 50% OF FORTUNE 500 ORGANISATIONS HAVE DISAPPEARED.*

*World Economic Forum

We deliver the market awareness your business needs to survive and prosper



A hybrid approach

Technology + Human Intelligence

Human intellect: Our 600+ analysts worldwide add intelligence and value to our clients by providing them with insight based on information from over 70 languages.

Big Data technology: Our proprietary, patent-pending Big Data technology crawls, evaluates, harvests and filters client specific relevant content from all over the world.



Business leaders need the right information. **Nothing more.**

World-Class Intelligence Consultants ensuring your intelligence hits the spot



**Defining
The Gaps**



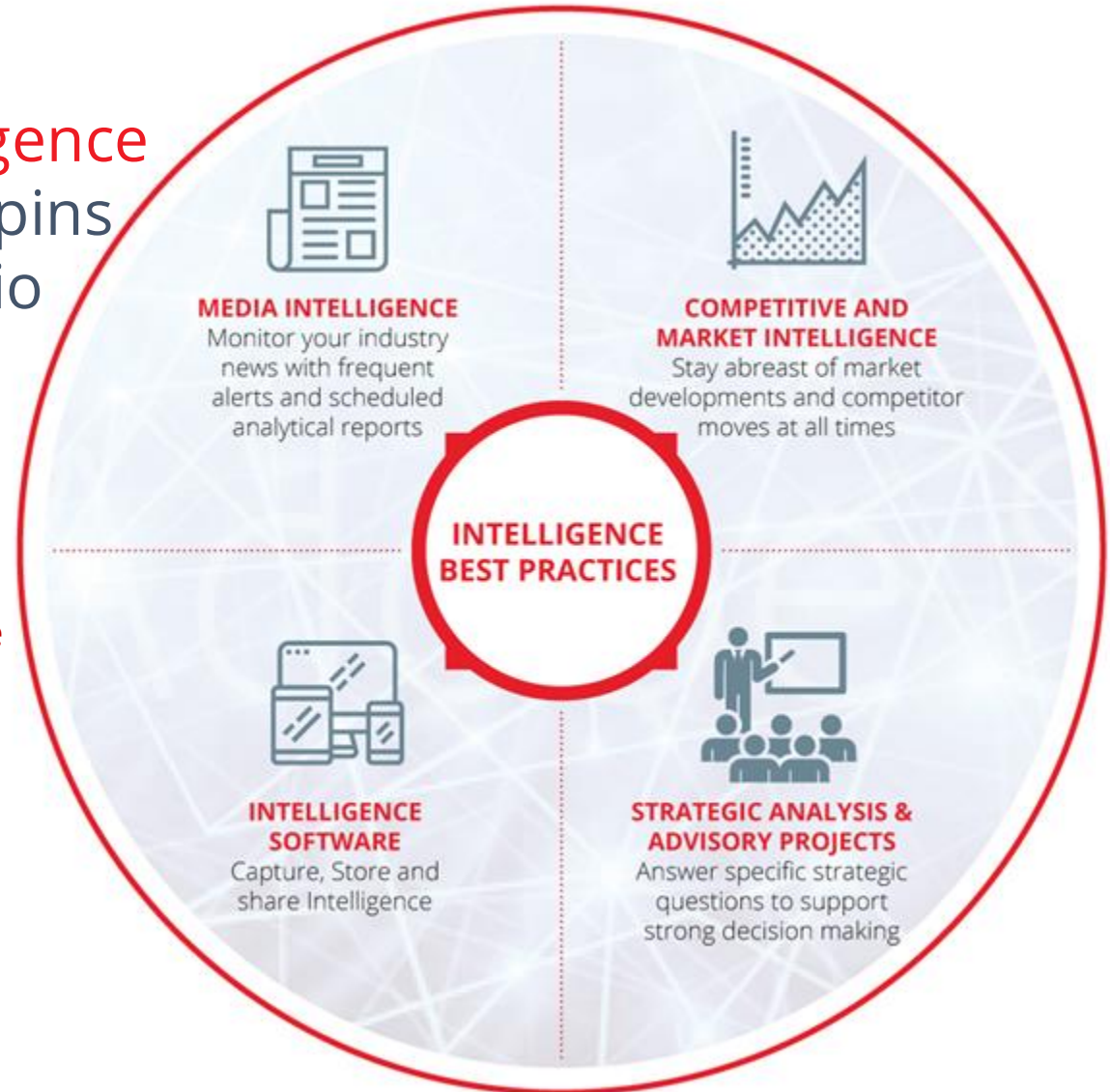
**Finding
The Information**



**Discovering
The Answers**

M-Brain's thought leadership in Intelligence Best Practice underpins our solution portfolio

Developed by leading minds within the intelligence industry over the past 20 years, the M-Brain 'Intelligence Best Practice Framework' helps companies create World Class Intelligence Programs.





Media intelligence

Stay aware of your industry developments with a report delivered regularly to you and your stakeholders: our analyst select and abstract relevant insight for our clients and a custom profile on your topics of interest is shared with you. Thousands of sources are covered in more than 30 languages and from over 140 countries to find relevant information.

Understand and identify opportunities & threats and make sense of the market developments with media scheduled analysis customized to your specific requirements.





Competitive and market intelligence

M-Brain can work as an extension of your own team to develop fully customised reports to cover your market and competitor monitoring needs, allowing you to support high level strategy for your company.

Your M-Brain team will monitor your business environment on a daily basis and develop customised reports to alert you of key events you need to be aware for tactical decisions.

Daily monitor activities will form the basis for further reporting on monthly/quarterly basis to support regular company reviews & strategy meetings to allow you to make efficient and informed decisions.





Intelligence software

Technology to help you capture insights from 3+ million sources, organise the information & enable delivery and sharing of key insights to your stakeholders.

Insight



Capture



Store



Search



Disseminate



Strategic analysis

When you want to compete more effectively, identify new opportunities and grow into new markets, our services provide clear market insights and strategy advisory.

Our consultants provide **project-based tailored research** on the external business environment, delivered with recommendations and through visual reports, presentations and workshops.

UNDERSTAND YOUR MARKETS

- Competitive landscape analysis
- Customer intelligence
- Market attractiveness analysis

COMPETE MORE EFFECTIVELY

- Competitor deep dive
- Market sizing and forecasting

GROW INTO NEW OPPORTUNITIES

- M&A screening & evaluation
- New market entry strategy
- Strategic partner identification
- Scenario and trend analysis

Strategic
insights



Informed
Leadership

Global reach. Local experience

Who we work with



SIEMENS



PHILIPS



3M



posti



EASTMAN



HITACHI



CASE STUDY

M-Brain identified changes in the market which prompted a mining company to stop a planned investment saving the company £1M

For more information

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ABOUT M-BRAIN

M-Brain is a global information, technology and consulting services company. We help our clients to navigate the turbulent and ever expanding business environment. We offer crucial external business information and advice on efficient management and utilisation.

We turn information into actionable insights for daily decision-making and strategic planning. We call it Informed Leadership.

