

Commercial Proposition

Intelligence Product Overview
July 2023

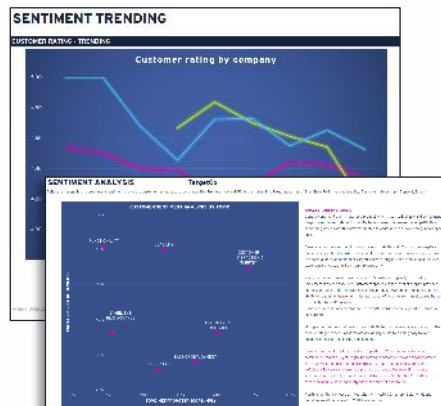
“Deltabase is the ‘Swiss Army Knife’ of Benchmarking”

DIRECTOR, DELTABASE CUSTOMER

Due Diligence & Value Creation Accelerators

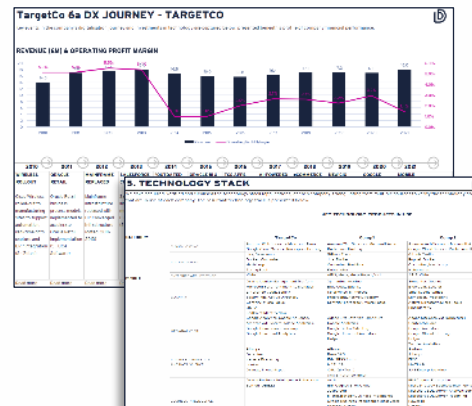
Commercial

- Products & Services
- Feature comparison (apps, software, eCommerce)
- Customer Sentiment
- Web traffic analysis
- Social channel performance



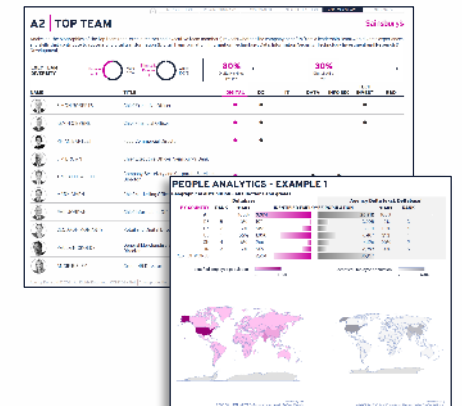
Technology & Digital

- Tech Stack
- Tech Skills & Recruitment
- Tech Operating Model
- Dx Journey Timeline
- Cyber (tools, skills, people)



People & Ops

- Skills & Recruitment
- Headcount Analytics
- Culture & EX
- Diversity & Inclusion
- Salary Intelligence



Commercial Intelligence & Benchmarking

Many companies are unaware of the richness of data available on their competitors from a wide range of sources and lack the skills to be able to extract and exploit the data to gain competitive advantage.

We use proprietary techniques to acquire, process and analyse this data and we benchmark companies against their competitors.

Our commercial intelligence & benchmarking products include:

- [Customer sentiment](#)
- [Commercial proposition](#)
- [Web traffic analysis](#)
- [Social media channel analysis](#)
- [Tailored timeline \(commercial focus\)](#)

Compare a company's products and services to its competitors to identify unique points of differentiation and gaps versus the competition.

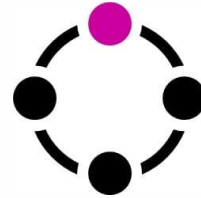
When applied to technology companies, this often takes the form of a very granular comparison of product/platform features, benefits and differentiators.

Features and Benefits



Unique differentiators

Cut through a company's marketing materials to identify genuine points of differentiation versus competitors.



Product & service gaps

Identify where companies have an opportunity to offer further features, products or services already offered by competitors.



Links through to source

Click through to sources including company product pages and documentation for further reading and proof of provenance.

Use Cases



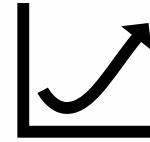
M&A Advisory

- M&A due diligence (CDD, Tech DD for technology assets, value creation)



Consulting

- Consulting (commercial strategy, digital transformation, customer experience)



Business Development

- Data-led client conversations
- RFP responses
- Account planning



Screenshots

Commercial Proposition

D COMMERCIAL PROPOSITION				
The following tables compare the detailed commercial proposition of each company in the peer set to identify any differentiation in each peer's offerings.				
KEY PROPOSITION CATEGORIES	Co A	Co B	Co C	Co D
ENTERPRISE PERFORMANCE MANAGEMENT	Co A	Co B	Co C	Co D
Standalone or ERP Platform integrated				
Dedicated EPM tool	Y			Y
Part of a wider suite of ERP tools		Y	Y	
Enterprise Planning capabilities				
Finance	Y	Y	Y	Y
Sales	Y	Y	Y	Y
Supply Chain	Y	Y	Y	Y
HR & Workforce	Y	Y	Y	Y
Marketing	Y			Y
IT				Y
Key highlighted features:				
Real-time reporting	Y	Y		Y
Continuous monitoring of plans				Y
User-friendly modelling				
Conversational / Collaborative Analytics		Y		Y
Automated machine learning enhanced planning		Y		Y
Enterprise Data Management			Y	
Tax Reporting			Y	
Board reporting				
Management reporting				
Narrative reporting			Y	
Financial consolidation & close			Y	Y
Financial audit support	Y	Y	Y	
READ MORE:	Read more	Read more	Read more	Read more
Implementation support				
Implementation partner programme	Y	Y	Y	Y
Partner solution show case / portal	Y	Y	Y	Y
Partner Store - search and matching	Y	Y	Y	Y
Partner support community	Y	Y	Y	Y
Partner certification	Y	Y	Y	Y
End customer support	Y	Y	Y	Y
Professional Services - implementation		Y	Y	Y
Professional Services - development / configuration		Y	Y	Y
Professional Services - training (instructor-led)	Y	Y	Y	Y
Professional Services - training (online)	Y	Y	Y	Y

