

unbiased clarity and guidance...

XMG takes your business steps ahead of competition by providing accurate and reliable information about your competitive environment. We offer valuable information on competitors (competitor intelligence) or actionable insights and advice on how to protect and expand your market share (competitive intelligence).

Service Coverage

Competitor Intelligence

- Identification of Market Players
- Competitor and Client Profiling
- Cost and Product Performance
- Competitor Monitoring System

Competitive Intelligence

- In-depth Competitor Analysis, Advisory and Positioning
- Early Warning Systems
- Mergers and Acquisitions Planning

Benefits

XMG's specialists compliment competitive intelligence with their broad background in Market Intelligence and Benchmarking. The benefits from powerful combination include, but are not limited to the following:

- Acting on the entry of new industry players
- Acting on new technology and technology services
- Pre-empting changes in competitor's strategy
- Improved industry and market perception on industry players
- Improved perception on company's market positioning and identity
- Reduction in costs by providing advance information

Bottom-line: We give companies sustainable competitive advantage by providing reliable, accurate and actionable information about their competitive environment.

XMG follows strict ethical guidelines when gathering information. This ensures that XMG will always be a trusted and reliable ICT advisor.

