



In•tel•li•gence *noun*

1. Capacity for learning and understanding
2. The gathering of information, esp. hard-to-find information



Armed with a wealth of marketing, sales and information management experience, the in-house team at Clear Intelligence pride themselves on being professional, approachable and knowledgeable.

Clear Intelligence

Inside information from people in the know

Well-connected

With a network of national and international experts versed in market intelligence spanning all industries and specialist fields – from art history to telecommunications, social networking to zoology! – our extended team have the expertise and knowledge to fulfil all your organisation's specific intelligence needs.

Introducing our senior staff



Name: Dip Sard
Occupation: Director
Skills: Market intelligence expert
Experience: 15 years' experience gained managing market intelligence teams within a global blue chip organisation. Specialising in: emerging business opportunities, client databases, database analytics, opportunity analysis, marketplace assessments, economic trend analysis, market analysis libraries, e-delivery of market information, customer satisfaction, market research and strategic marketing.



Name: Paul Patterson
Occupation: Director
Skills: Sales intelligence expert
Experience: 17 years' experience in various sales and marketing roles for a business support and a global blue chip organisation. Managing projects to streamline sales processes, providing insights into customers and assessing trends across all industries. Also an expert in identifying growth and investment opportunities and strategy, emerging business opportunities, and new product and market directions.



Name: Ashley French
Occupation: Market Intelligence Manager
Skills: Competitive intelligence expert
Experience: 15 years' experience of tracking and collecting extensive data and conducting in-depth analysis. Producing timely reports for key partners. Assisting clients in making decisions about future product development, tactical planning, and marketing campaigns in order to position a company's products and pricing successfully against major competitors. Drawing sound business conclusions from disparate data.

Market intelligence is all about interpreting information and presenting it in the right format to ensure support organisations such as universities and business incubators – as well as the businesses they are nurturing – understand, use and ultimately profit from their data.

Market intelligence

Supporting your business – nurturing your clients

“ Our clients can get an answer quickly so it’s far cheaper than doing it themselves. Obviously a lot of businesses don’t know how to data mine and don’t know where to look... Even if they did, it would take them significantly longer and therefore cost more to come up with the answers, compared with the team at Clear Intelligence. ”

Russell Copley, CEO, EMIN
(East Midlands Incubation Network)

“ The team at Clear Intelligence has really helped to promote the idea that market research and intelligence are critical for any aspect of business activity. Without good market intelligence, no matter how wonderful your ideas are, you’re going to go absolutely nowhere. ”

Laura Woods, Director of Academic Enterprise, Teesside University.

Although often regarded as laborious, complex and time-consuming, market intelligence is an essential part of business planning that, when executed correctly, enables organisations and institutions like yours to succeed, while ensuring your clients survive and prosper in the real world.

If you’re looking to forge stronger links with local business communities, and increase skills and training through knowledge transfer programmes or workforce development, Clear Intelligence offers a wealth of experience along with business development tools to identify, clarify and qualify opportunities.

Our role is to help you and your clients to predict the future, reduce risk and thrive. We carry out the arduous groundwork, leaving you and your customers free to concentrate on what you do best – developing ideas and running and improving your businesses.

Intelligent thinking – actionable insight

Even the best business ideas need concrete market intelligence data to back them up, and one of the main reasons businesses fold is lack of planning. Making sound business decisions takes much more than intuition and belief – companies need accurate, reliable, up-to-date information on their markets, customers and competition. Clear Intelligence can provide businesses with the insight necessary to ensure success, especially during times of economic uncertainty.

Our tried-and-tested solutions, using a broad range of intelligence systems and resources, are customised to provide the actionable insight needed to consistently drive value and competitive advantage.

“To operate on a strategic level with the business, you need credibility and acceptance on the client’s part. Clear Intelligence helps our clients by marrying intelligence with advice on a tactical level – providing inspiration and experience.”

Neil Hannah, Enterprise Centre Manager,
Teesside University

UKBI Business Incubation Champion 2009

The more market intelligence data you and your clients can gather, the better. Intelligence leads to better-informed business decisions. But many companies simply don’t have the time and resources to gather and assess this vital data?

Outsource your market intelligence

“ When it came to market intelligence, we didn’t have a great deal of resources and were unsure where to find the right information. We were investing a great deal of valuable time and effort and using staff who are essentially technical developers. Obviously marketing isn’t a core skill for them. That’s why we turned to Clear Intelligence – that’s their strength. ”

Adam Paxton, Director, THAP



As one of the leading providers of market intelligence services, we help 10 UK universities and numerous support organisations by:

- Providing the experience of our specialists to network teams and members to help build and execute efficient and effective sales, marketing and operational activities
- Delivering key contact information and identifying newly qualified leads for Continuous Professional Development
- Providing skills gap analysis on industry sectors to aid business development and help universities to forge stronger Knowledge Transfer Partnerships
- Adding value to communities through a service that helps to validate markets, identify and understand customers, obtain funding and gain competitive intelligence

- Utilising and providing access to very expensive and hard to find information at no additional cost to the network teams and end users
- Reducing time and resources spent on market intelligence by members and network teams to allow them to focus on core client activities

“ Quality of service is a cornerstone of our business and Clear Intelligence consistently delivers a high quality, highly personalised service. They are truly responsive and excellent communicators, which when you’re a start up business is something you really depend on. ”

Adam Paxton, Director, THAP

The choice is Clear

By outsourcing to Clear Intelligence, you can rest assured you and your clients will receive up-to-date and accurate market intelligence whenever it’s needed, in the right format. We provide a professional and timely service that will leave you and the companies you’re nurturing free to concentrate on running and growing your business. Clear Intelligence’s expert team offer the flexibility and the know-how to integrate our services into your business initiatives.

To simplify how market intelligence can actually assist a business in a tactical and tangible sense we've formed our service offering around three categories:
Sales, Markets, Operations

Intelligent services



Sales 	Markets 	Operations 
<p>Clear Intelligence offers four key sales products:</p> <ul style="list-style-type: none"> • Prospect lists • Lead generation lists • Account profiles • Financial profiles 	<p>Clear Intelligence offers four key market products:</p> <ul style="list-style-type: none"> • Market data • Competitors • Routes to market • Suppliers 	<p>Clear Intelligence offers four key operations products:</p> <ul style="list-style-type: none"> • Customer feedback • Company and financial profiles • Due diligence • Suppliers

Further information

For more detailed information on these products and services, please refer to the attached datasheets. To find out how Clear Intelligence can help your organisation, call Dip or Paul on **0800 6122 674** or email enquiries@clear-intelligence.com Alternatively, visit www.clear-intelligence.com

We partner and assist a broad portfolio of clients across the UK, including but not limited to the examples below:

Intelligent clients

THAP



A web development company based in Middlesbrough that delivers large scale web projects for a broad range of clients.

"The team at Clear delivered right-first-time intelligence that saved us a great deal of time and money. They required minimal input from us and delivered a high quality report, within a tight time frame. It really was an exceptional service from start to finish."
Adam Paxton, Director, THAP

DigitalCity



A support company that focuses on developing, nurturing and accelerating start-up businesses in the Northeast.

"Clear Intelligence understand exactly how we work and – quite frankly – the feedback we've been getting from the start-up companies they've been engaging with is fantastic."

Mark Elliott, Director, DigitalCity

EMIN (East Midlands Incubation Network)



A network of 26 business incubators across the East Midlands and Cambridgeshire that supports approximately 2,500 new-start businesses.

"The team at Clear Intelligence have access to a lot more than simply data – they provide business and management foresight."
Russell Copley, CEO, EMIN



Teesside University Academic Enterprise

A central department promoting the University's engagement with the business world.



"Clear Intelligence has done a great deal in helping our people with business ideas – our graduates and our academic staff really stop and think about what it is they've actually got and how they might deliver it to the business world."

Laura Woods, Director of Academic Enterprise

Teesside University Graduate Business Team

This team promotes business development on the campus and acts as a platform for staff, students and people in the community to develop business ideas.

"An absolutely critical element in terms of getting a new business up-and-running is market intelligence, which needs to be accurate so that activities are understood, targeted and properly refined to meet the opportunities out there."

Neil Hannah, Enterprise Centre Manager

PROVIDING CLEARER BUSINESS DECISIONS,
FOR TECHNOLOGY, DIGITAL AND CREATIVE
BUSINESSES, THROUGH MARKET AND
BUSINESS INTELLIGENCE.

Clear Intelligence

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