

PRODUCT OVERVIEW

Market Alert

3Sixty Insights Market Alerts provide timely context and analysis into market events that substantially alter the vendor landscape or end-user value. Alerts go beyond simple regurgitation of press releases to provide the long view of how market developments will impact line of business functions, financial success, and technological needs based on 3Sixty Insights research databases and ongoing end-user conversations.

A standard Market Alert is one to three pages in length and provides context to market changes identifying:

- History and context behind the unique opportunity presented by the market development
- Exploration of end-user perspectives regarding and consequences resulting from the market development
- 3Sixty Insights analysis connecting financial, information technology, and line of business perspectives

Benefits include:

- Analysis of the opportunities and challenges related to the market development
- Insight that bridges the perspectives of executive, financial, IT, and line of business stakeholders
- 3Sixty Insights promotion within website, community, and social networks

A STANDARD MARKET ALERT INCLUDES:

- A one to three page report
- 3Sixty Insights and analyst commentary
- Perpetual use rights to report and data

To learn more contact: Sales@3SixtyInsights.com