TRANSFORMING TREND TRACKING

The Future of Trend Intelligence

PREPARED FOR

NEXT

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www.cipher-sys.com

WTF?

WHAT'S THE FUTURE?

HOW FAST?

HOW BIG?

WHO LEADS?

WTF?

WHICH MARKETS?

LIKELY RESULT?

REASONS WHY?

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PROBLEM TO SOLVE

A consultant has delivered a trend summary to executive management, and <u>the Insights team has to translate the trends and monitor progress</u>.

- Sound familiar?

- Where do you start?

- Don't they know you spend most of your day in meetings?

What if AI and machine learning along with a few trusted humans could help you efficiently separate signal from noise, and automate the delivery of trend intelligence to business partners?

Imagine your **Trends Alexa** that knows what matters most to your business partners and management and puts the most relevant information in your inbox 24/7!

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THE REALITY FOR INSIGHTS TEAMS
Trends aren't your day job

LEARN ANOTHER DASHBOARD?

SIFT THROUGH MORE REPORTS?

NEED A TRANSLATOR?

NO SOURCE A PERFECT MATCH?

NEED TO SUMMARIZE?

HOW TO REPORT?

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THERE IS HOPE!!!

Newest market and comp intel software automates low-value tasks and frees the analyst to add the human insight and business implications.

Recent advancements in AI, ML, and design now allow <u>customization</u> that is ideal for the next generation of Trend Tracking.

Knowledge360®

AGGREGATE

CURATE

DISTRIBUTE

Your Data	Pre-Bundled Data	Organization	Analysis	Who	How
Internal Data	RSS Feeds	AI Filtering & Tagging	Semantic Analysis	Sales Teams	Alerts
Google Alerts	News/Press Releases	**Custom Search**	NLP	Executive	Warnings
Sales/Field Intel	Social Media	**Custom Trend Dash**	Machine Learning	Strategy	Newsletter
Futurist Forecasts	SEC Filings	**Unlimited Widgets**	**Custom Reports**	Marketing	Digital/Mobile
CRM/Loyalty	Company/Brand/Category	**Custom Dashboards**	Visualization	Product Development	Kill Sheets/Battlecards
Trend Reports	Private (Crunchbase)	Internal data imports	**Integrations (Power BI, Tableau)**		Integrations (Salesforce, Slack, etc.)
	Patents				
	FDA/NIH				

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THE FUTURE OF TREND TRACKING

Familiar steps, with new tools for Insights teams

MACRO TO MEASURABLE

DISTILL
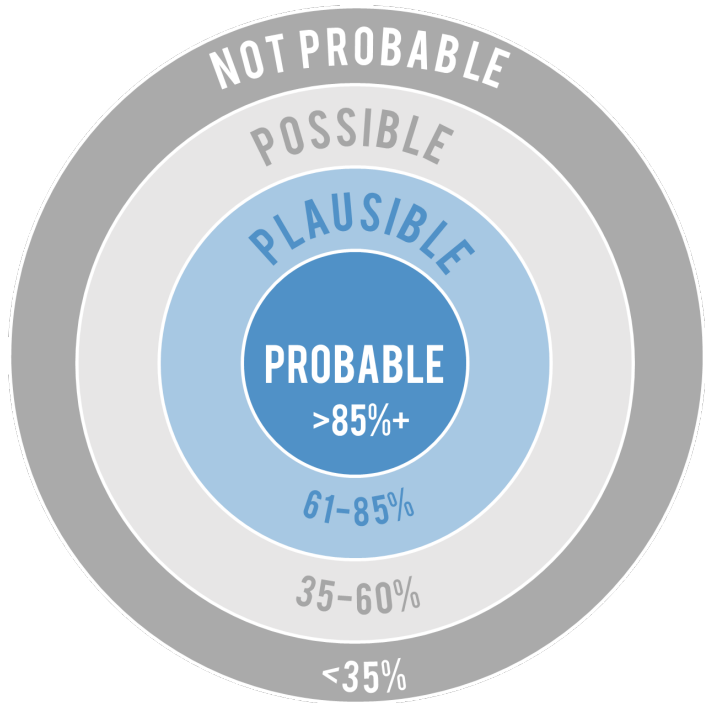Most Likely Hypotheses

QUANTIFY & PRIORITIZE

MAGNIFY
Timing & Impact

AI & ML TO TRACK & REPORT

MONITOR
Trend Tech As A Service to Automate the Process

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TREND-CASTING MAGNITUDE & VELOCITY

HUUNU FUTURES

NOT PROBABLE
POSSIBLE
PLAUSIBLE
PROBABLE
>85%+
61-85%
35-60%
<35%

METRICS THAT MATTER

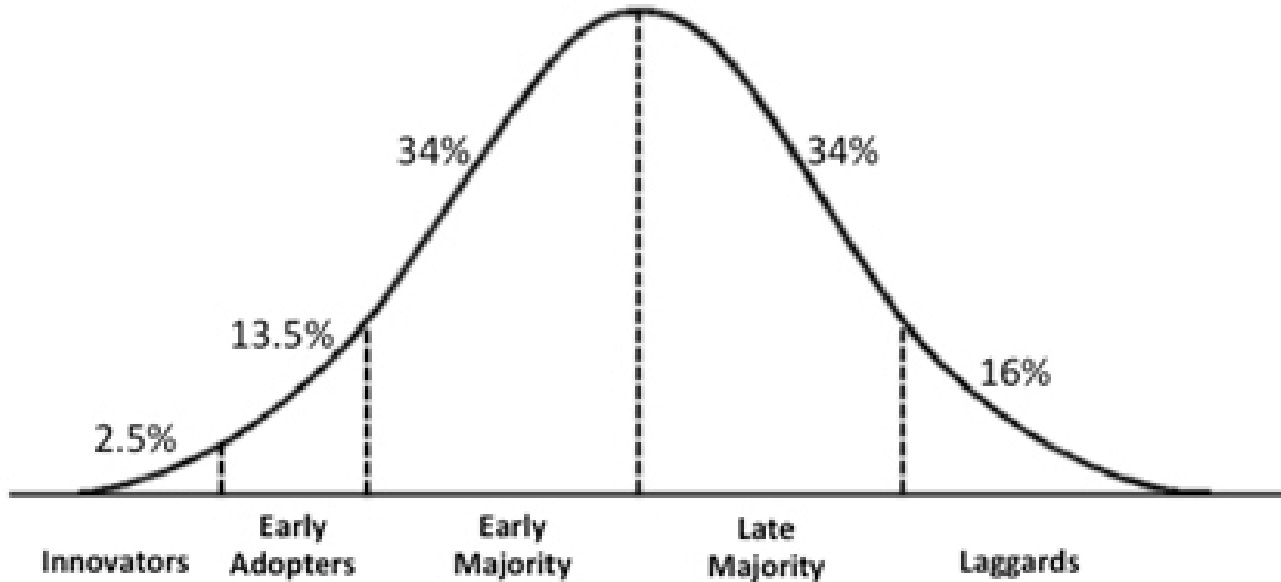|	WHAT	WHERE/WHO	WHEN	TRAJECTORY	
	Current Status	Region/ Segment	Critical Mass	3-Year Prediction	Change
TREND A	14%	South	7 years	29%	107%
TREND B	25%	Millennials	4 years	38%	52%
TREND C	33%	Your customer!	3 years	40%	21%

WHY
Why 38% of HHs

" More people are going to seek new sources as health and environmental concerns increase. These sources are better for environment and message is catching on.

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TREND-CASTING TIMING & IMPACT

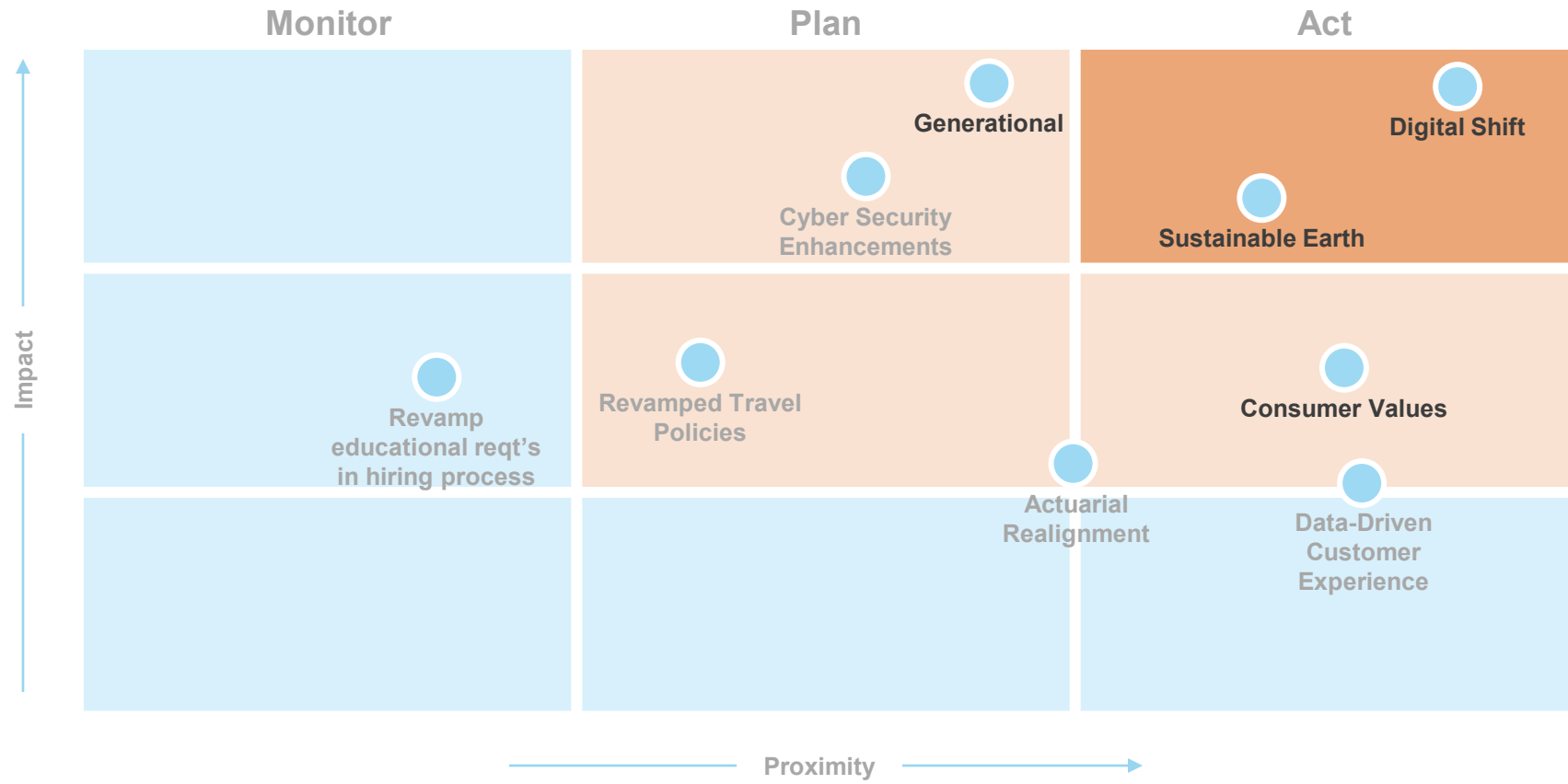Common frameworks to prioritize trends and investment

Diffusion of Innovation Curve

2.5% Innovators
13.5% Early Adopters
34% Early Majority
34% Late Majority
16% Laggards

Expectations / Time

Peak of Inflated Expectations
Innovation Trigger
Trough of Disillusionment
Slope of Enlightenment
Plateau of Productivity

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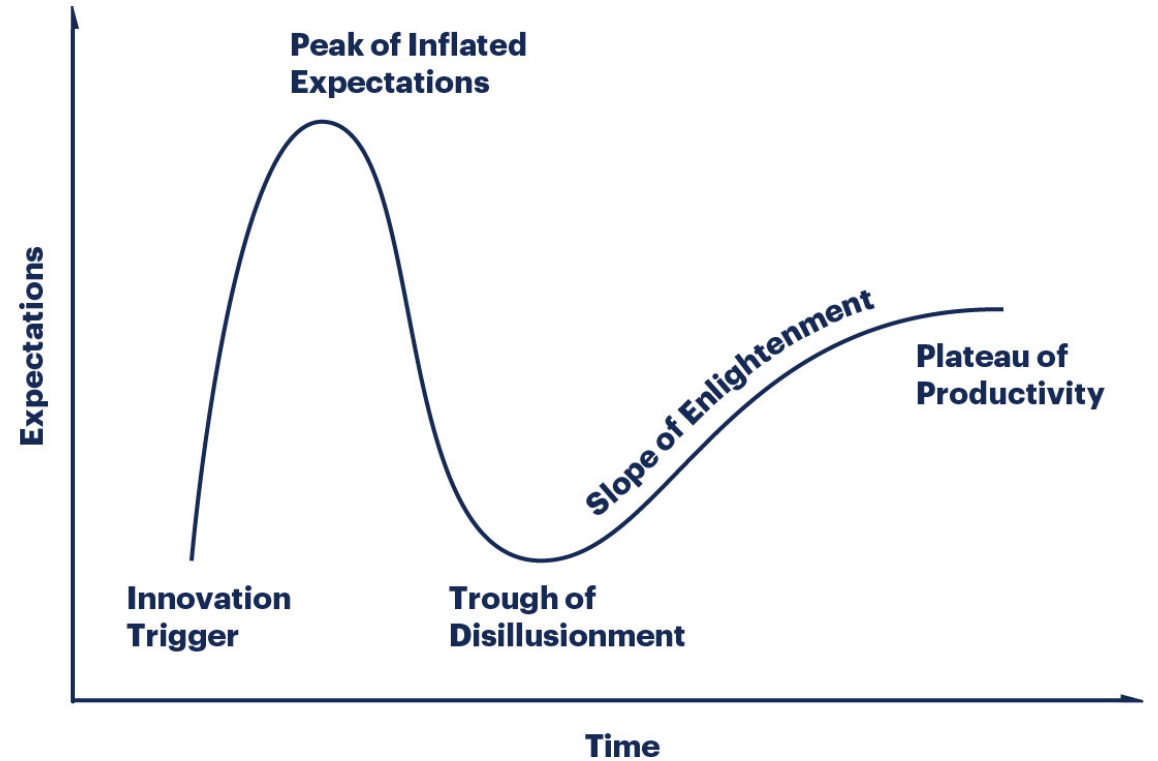
NAILING DOWN PRIORITIES

Unfortunately, this step is often the last for trends. Now what?

CUSTOM TREND INTEL IS NOW REALITY

Sandbox Dashboard

View: Macro Trends

Digital Shift

Relevance

👍1 💬0 | Insurance must take on workplace's headwinds with digital transformation

2021-Apr-26 | dig-in.com

Both incumbents and new entrants will need to not only improve on their existing business models but also take into account of increasing innovation in the insurtech space, which saw nearly 250 private funding rounds and IPOs of $33 billion in market...

👍1 💬0 | How The Pandemic Made Contactless Payments The New Normal

2021-Apr-15 | forbes.com

Highlighting the impact of the pandemic, a Mastercard survey conducted last year found that contactless transactions grew twice as fast as traditional checkout methods at grocery and drug stores between February and March.. At the

Tag Cloud | Trend Line | 783 results

Sustainable Earth

Relevance

A Brave New Marketer: Rising To The Challenge Of Sustainability Communications

2021-Apr-13 | forbes.com ✓

Sustainability is the new digital In a recent conversation with Sarah Shilling, CMO at UNLIMITED Group , she highlighted the importance of marketing's new remit: MORE FOR

Company ▾

Google   **Facebook, Inc.**

Bank of America Corp.
Credit Suisse AG Intel Corp.
Apple, Inc. **Microsoft Corp.**
Arpu, Inc.
Morgan Stanley

Tag Cloud | Trend Line | 251 results

Consumer Values

Relevance

Do Health Apps Really Make Us Healthier?
2021-May-07 👍0 💬0

Research report covers the Hot Stamping Foil Market share and Growth, 2017-2025
2021-Apr-12 👍0 💬0

Application Container Service Market Next Big Thing: Major Giants Jelastic, Docker, Joyent, Puppet Enterprise, Cisco
2021-Apr-23 👍0 💬0

Trending Today: Connected Healthcare Market Size, Trends, Study 2020-2025 | Accenture, IBM, SAP, GE Healthcare, Oracle, Microsoft
2021-May-01 👍0 💬0

Intelligent Cloud Service Market: Study Navigating The Future Growth Outlook | Apttus, GAVS, SAP, Oracle, IBM, Informatica
2021-May-04 👍0 💬0

Tag Cloud | Trend Line | 1,693 results

Generational

Relevance

👍0 💬0 | **Generation Debt: It's Not Who You Think**

2021-May-09 | finance.yahoo.com ✓

Show other sources ✓

Anchiy / Getty Images An overwhelming majority of Americans report having some kind of debt, and the number has been

⊖ 4/12/2021

Tag Cloud | Trend Line | 307 results

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MONITOR FOR OPPORTUNITES & THREATS

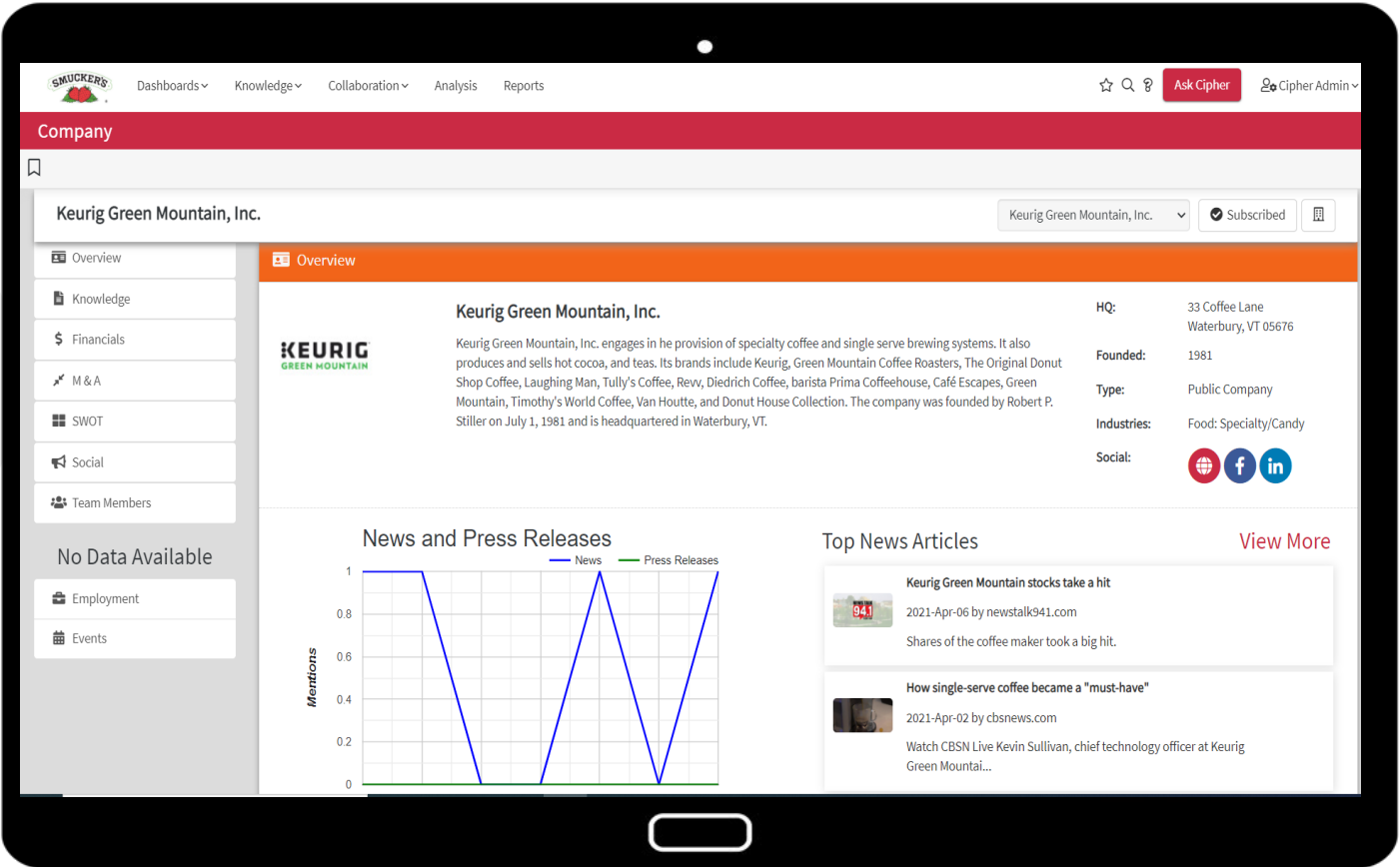**Build custom views with drag-and-drop widgets**
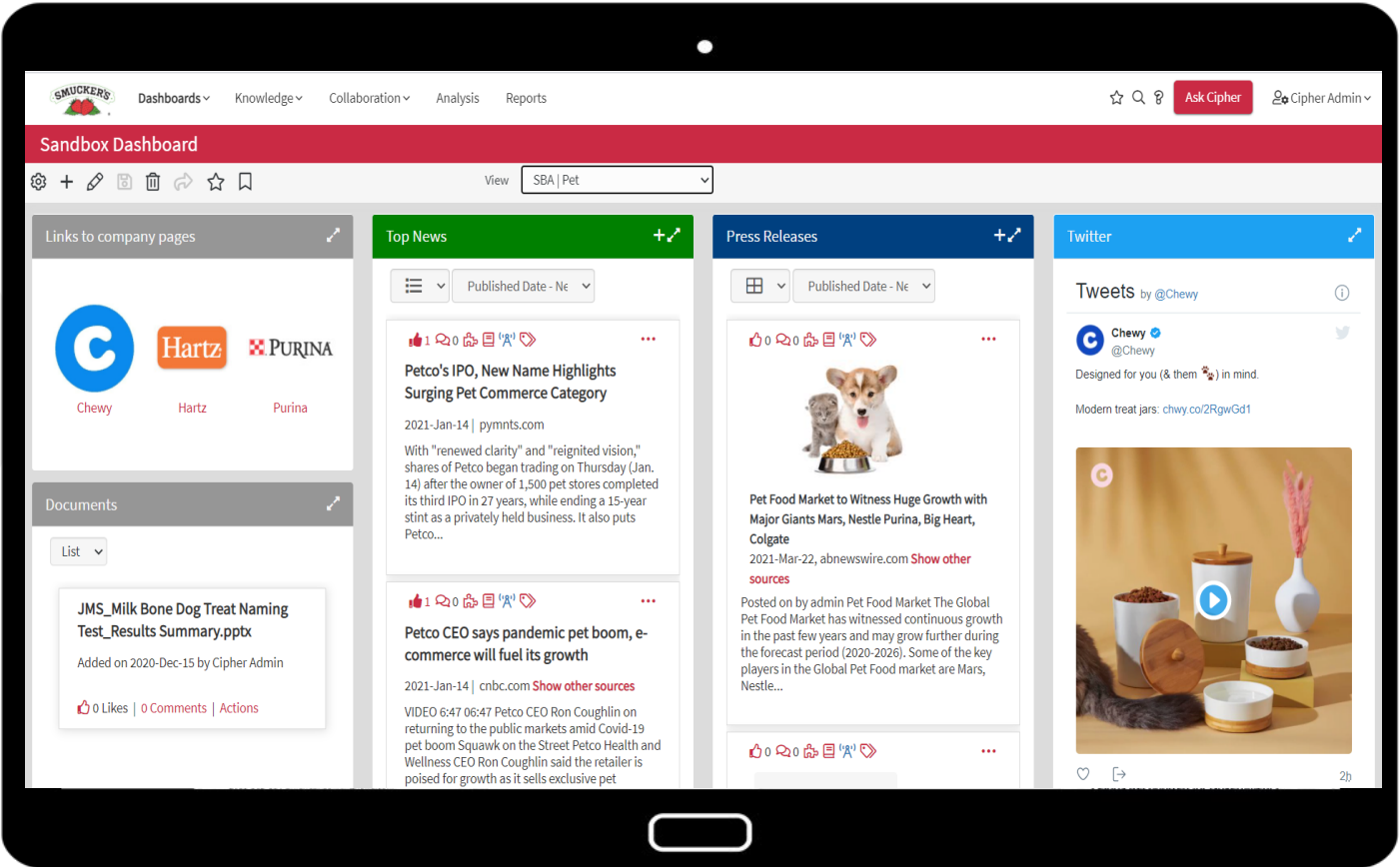
Track your market from a central tool

Set up alerts, dashboards, projects, newsletters, and more

Quickly review, analyze, and share news, press, social media, job postings, financial updates and more highly targeted information on your market and competitors. Compare these data points side-by-side to monitor trends.

MONITOR INDIVIDUAL COMPETITOR ACTIVITY

Build custom views with drag-and-drop widgets

Track your competitors from a central tool

Set up alerts, dashboards, projects, newsletters, and more

Quickly review, analyze, and share news, press, social media, job postings, financial updates and more highly targeted information on your market and competitors. Compare these data points side-by-side to monitor trends.

SPEND MORE TIME DEVELOPING INSIGHTS, INTELLIGENCE + MAKING AN IMPACT

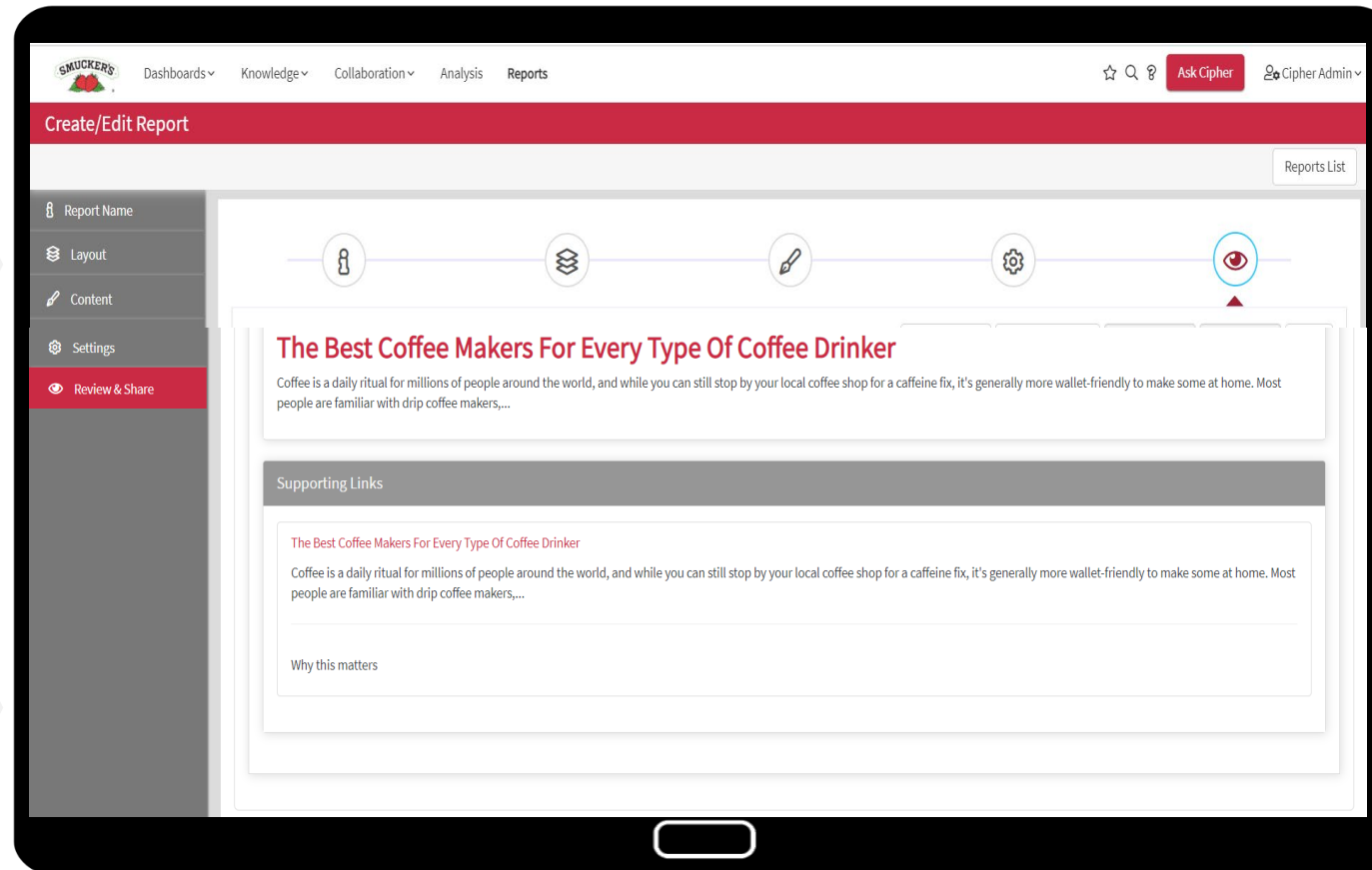**Capture insights and collaborate in your organization with SalesForce and Slack integrations**

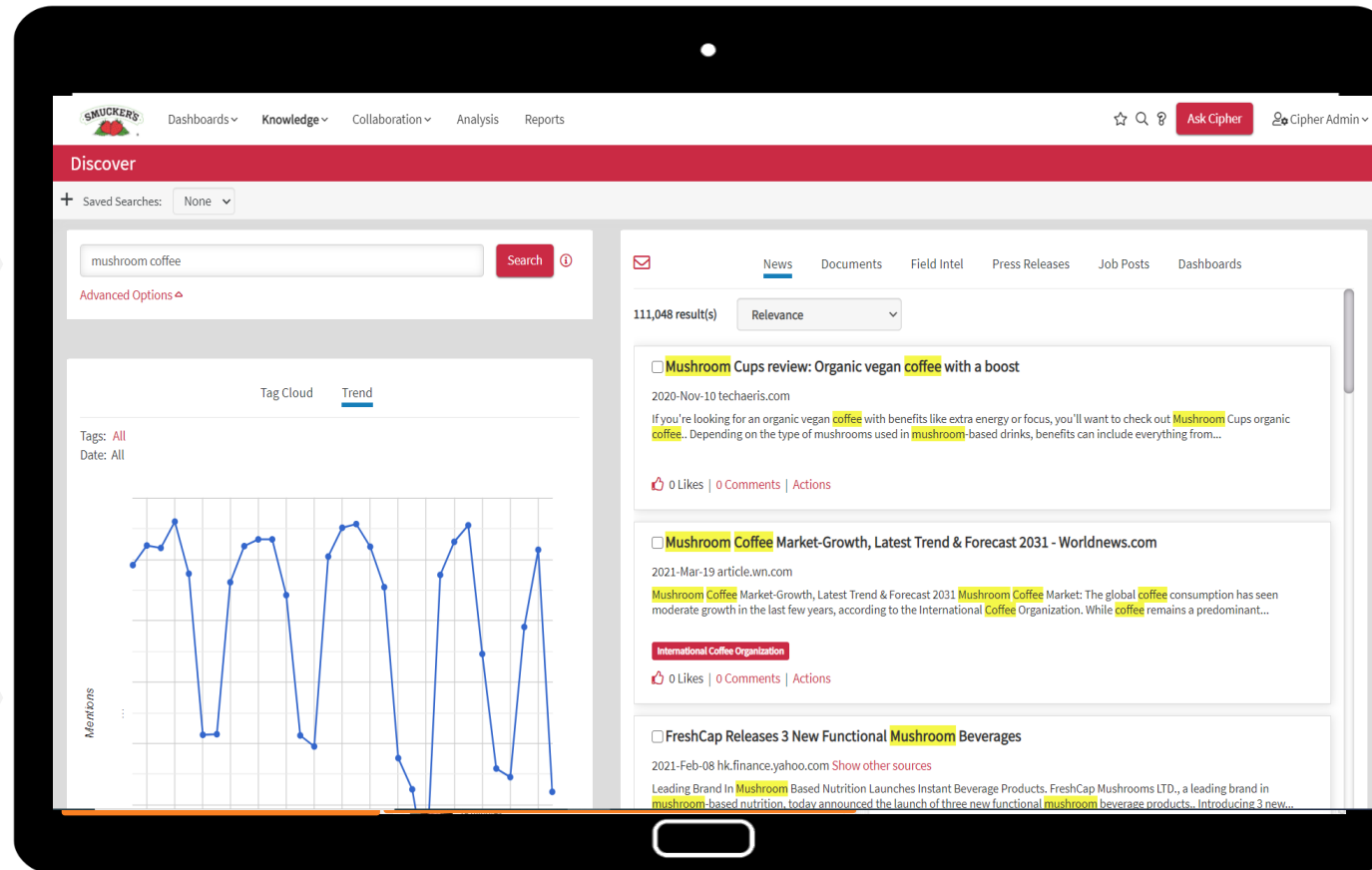**Collaborate on and share industry news with the click of a button**

Collaborate on, share and quickly search your internal documents

Collect, analyze, and share field intelligence

ALWAYS-ON PLATFORM SUPPORTS EXECUTIVE INTEL REQUESTS AND AD HOC PROJECTS

Set up searches to support executive level requests and let K360 curate the most relevant news and information.

Collaborate on and share industry news with the click of a button

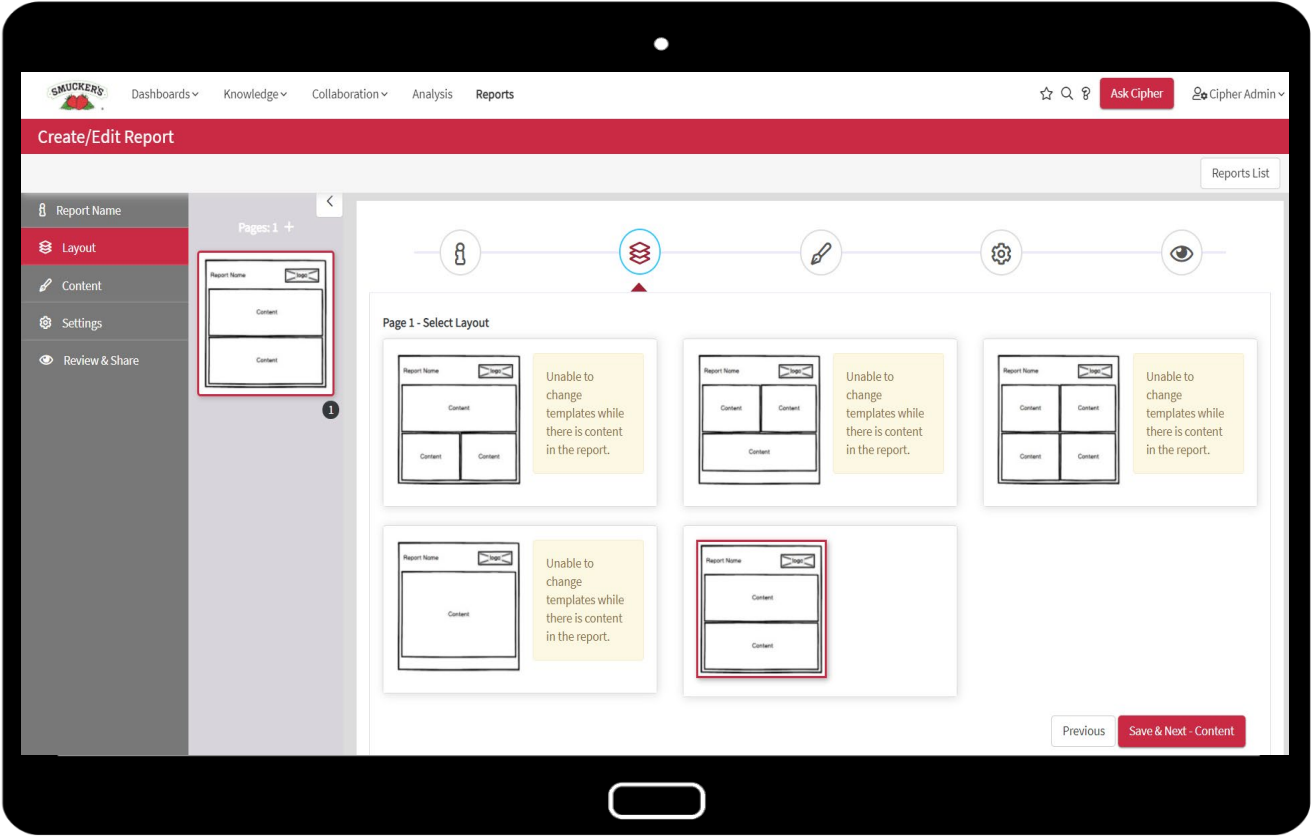Collaborate on, share and quickly search your internal documents

Collect, analyze, and share field intelligence.

Generate report.

BUILD BREAKTHROUGH NEWSLETTERS IN MINUTES

5-Step
Newsletter Builder

Produce and share easily digestible reports and newsletters with ease

Share articles, commentary, analysis, and more!

YOU CAN DO IT ALL YOURSELF

But you don't have to with Trend Intel As a Sercive (TIAAS)

- Weekly news updates in your inbox

- Quarterly newsletter to business partners

- Inbound sales & field intelligence

- Category, brand, and customer(retailer) activities

- Policy & economic updates

- Competitive investment & patent filings

- Alerts on emerging technology or ingredients

- Alerts on local and regional markets

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TOO GOOD TO BE TRUE?

Usually, but not always . . .

What problems are you solving with Trend Intelligence As A Service)? What benefits have you realized?

- "Getting to 'ground truth' and insight quickly. This relies on tagging and NLP in a way that what you care about is put right in front of you."

- "In my role I need to stay on top of industry trends, competitive activity and M&A which was becoming a full-time job. TIAAS has streamlined the real-time delivery of this information giving me an opportunity to act on the data rather than search for it."

- "Easy to navigate and customize. Each business is a bit different in what is important to them and Knowledge360 allows you to truly tailor your dashboards and views to information that is directly related and important to you."

- "I can see competitive info all in one place and in more real time."

- "The platform works with a ton of third-party data partners, so once you are in, all of the content is already there. This ranges from news to financials, social chatter, etc. It is really great."

What do you like best about implementing TIAAS?

- "I really like the ability to provide the information I need in a dashboard format. The technology and CS team pushes the needed information to me; that means I don't have to dig around online to find it!"

- "That we can have so much industry information in one place."

- "Most of the data that you need is already there. Many comparable tools are basically delivered as a frame and the requirement is on the user(s) or organization to populate internal data. This is much different."

- The ease with which i can find, tag and store relevant information is irreplaceable. I no longer have to bookmark websites or copy links to go back to review later.

- "Flexibility is also put in the hands of the user. It is very easy to structure topic dashboards and company views so anyone on your team can view. It makes it really collaborative!"

- That we can have so much industry information in one place

TREND INTELLIGENCE = TREND ROI

CUSTOM TREND TRACKING
Busy Insights team has 24/7 pulse on market and competitive activity

TREND FORESIGHT
Automation allows Insights team to provide updates and trend foresight to business partners

RESULT
Company gains competitive advantage, ROI drives bigger Trend Insights budgets!

Custom AI, Search, & Dashboards

External & Internal Data

Automated Curation & Reporting

What's Here?

What's Near?

What's Next?

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Navigate your market with confidence

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