



Put Employee Competitive Intelligence at the Center of Your Compete Strategy

The Business Case for Groopit Competitive Intelligence Solution



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What keeps CI professionals up at night?

According to the [2023 State of Competitive Intelligence Report](#), a competitive intel professional's top challenge is getting accurate, reliable, timely competitive intelligence. Companies are relentlessly working to build competitive advantage and taking steps to leverage their top source of competitive intelligence: employees. Why? Because in a world where competition is fierce, high-quality intel means the difference between winning and losing. But, today, most sources have become commoditized - news, press releases, website updates, financial filings - every company has access to it. Employees, however, have access to unique intel. They hear whispers, know perceptions, and have a hyperlocal awareness of competitor moves long before news hits the headlines. Employees are now ranked the #1 most valuable source of competitive intelligence.

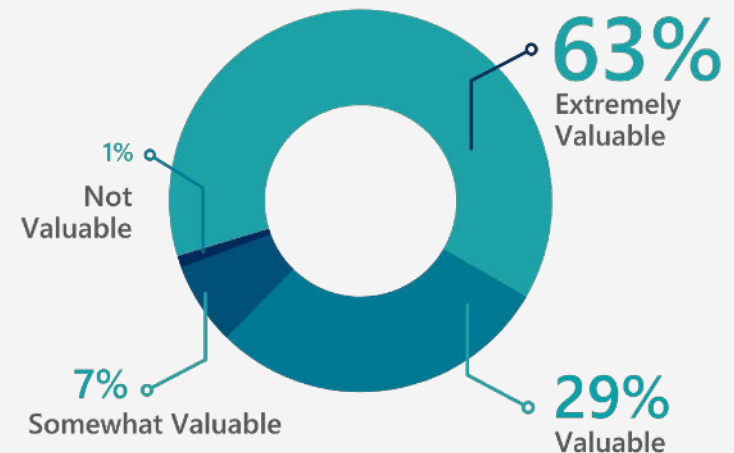
How can we fix this?

As an CI professional, you play a pivotal role in empowering your company's competitive strategy, including leveraging employees - the #1 source of competitive intel - to build competitive advantage. To do so, you need a solution to crowdsource competitive intel from employees in a way that works across enterprise systems, is data-oriented, scalable, and delivers actionable insights in real-time.

Groopit radically simplifies how competitive intelligence from employees is shared and used across the enterprise and transforms your competitive advantage.

Employees are now ranked the **#1 most valuable source** of competitive intelligence.

2023 State of Competitive Intelligence Report



Making your business case.

Sometimes it's difficult to pitch a new product to your organization and communicate the full benefits. Use the business case here to convince your C-suite about the value of competitive intelligence from employees.

Reason one: get precisely the right competitive intel, fast

With Groopit, compete professionals can precisely define the intel required from employees. This sets Groopit apart from allowing employees to merely share notes about a competitor. Instead, compete professionals establish a company-specific data model that facilitates the continuous collection of high-quality, quantitative, and structured competitive intelligence from employees. The competitive intelligence data model allows employees to share insights consistently across any enterprise system, processed at scale, and used to generate actionable insights in real-time.

Reason two: deliver intel directly to the decision-makers who need it

With Groopit, the dilemma of how to best compete is going to get easier with real-time intel from employees. Business leaders are constantly determining how to compete - how to allocate resources, adjust pricing, invest in products, improve customer experience - but by the time they get intel to support what's next, it's too late. Decisions are made. Opportunities are missed. Deals are lost. Competitors move ahead. Groopit delivers intel directly from employees to the appropriate decision-makers, so they can determine how to gain a decisive edge.

Groopit's Employee Generated Competitive Intelligence Data Model, combined with the ability to process insights at scale and deliver actionable competitive intel to business decision-makers, will equip everyone to propel your business ahead of competitors. vbc

Groopit is proud to have earned an exceptional Net Promoter Score (NPS) of 100. We continually strive to exceed customer expectations and deliver unmatched value.

100



Why Groopit for competitive intelligence?

The why and what of employee generated competitive intelligence.

GROOPIT COMPETITIVE INTELLIGENCE SOLUTION

Delivering the *what*

- Competitive pricing intelligence
- Competitive product intelligence
- Competitive go-to-market intelligence
- Plus 30 customizable templates

Delivering the *why*

- Unique competitive intel from employees
- Actionable insights delivered in real-time
- Streamlined sharing from where employees work: Slack, Teams, Salesforce +

With Groopit, you'll radically simplify how employees share and use competitive intelligence, and get a scalable, data-driven, real-time solution that will help you to:

- **Eliminate manual, laborious efforts** of piecing together fragments of intel from employees.
- **Reduce the time** it takes to research topics and answer questions.
- **Cut out the wait** by making intel immediately consumable and easy to scan.
- **Empower employees** with actionable insights and to proactively respond to market dynamics.
- **Engage employees**, hundreds and thousands, to share, use, and gain a decisive competitive advantage.
- **Stop losing valuable insights** trapped in employee minds, conversation, channels, and tools.



WHO MATTERS	WHEN IT MATTERS	WHERE IT MATTERS	WHY IT MATTERS
Employees who are closest to customers have unique visibility into competitors.	Every time they hear about a competitor, in the moment they hear about it.	From wherever they work, share from Slack, Teams, Salesforce, web, mobile, email.	The unique, high-quality, intel employees have can lead to a decisive competitive edge.

Limitations, benefits, and outcomes at a glance.

TRADITIONAL CI PLATFORMS	GROOPIT FOR COMPETITIVE INTEL	
LIMITATIONS	BENEFITS	OUTCOMES
Unstructured competitive intel shared by employees provides incomplete intel and results in countless hours of manual work to piece together, synthesize and use.	The Groopit data model for competitive intel makes it easy for employees to share intel in a quantitative, structured data format that is automatically organized and delivers insights without manual intervention.	Less time spent collecting, finding, managing, tagging, and synthesizing intel to deliver actionable insights, and a process that scales.
Periodically published insights offers limited visibility, outdated information and missed opportunities to get ahead of competitors.	Insights are gathered, synthesized and delivered in real-time, making intel immediately available to search, scan, and use on-demand.	Accelerated sales cycles, increased win rates, and strategic decisions informed with intel from employees who are closest to customers.
Unnecessary hurdles for employees to share intel limits your ability to engage employees and leverage their unique insights at scale	Employees share from wherever they work - Slack, Teams, Salesforce, web, mobile, and more - in three taps and less than a minute, leveraging the data model to streamline sharing across enterprise systems.	Increased employee sharing and usage of competitive intel, which in turn increases competitive advantage.



[Learn more](#) about Groopit Competitive Intelligence

Key stakeholders impacted.

Whether it comes in the form of longer deal cycles, lower win rates, or weakening market position, lack of competitive advantage leads to severe financial repercussions and impacts cross-company success.

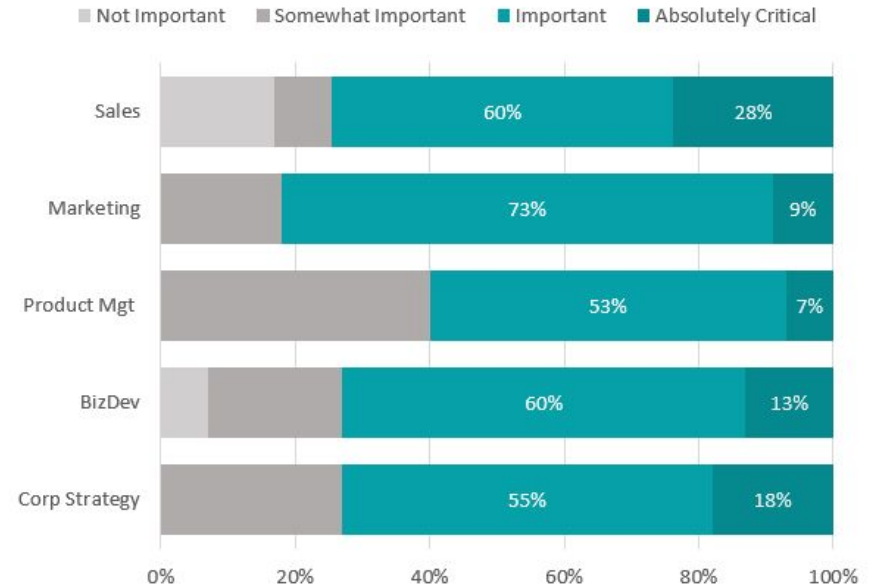
According to the 2023 State of Competitive Intelligence Report, stakeholders are 23% more likely to say competitive intel is critical to their success, a substantive increase over the past two years. 88% of survey respondents in the sales discipline report that it is important or absolutely critical to their success. And, that sentiment is shared across disciplines - sales, marketing, product management, business development, and corporate strategy. When these employees cannot build competitive advantage, the impact ripples across disciplines:

- Missed revenue growth
- Increased sales and marketing costs
- Higher churn rates
- Challenges attracting and retaining top talent

The promise of Groopit Competitive Intelligence is that every employee, across every discipline is empowered to build competitive advantage in their respective roles. Groopit delivers by radically simplifying how employees share and use their collective competitive intelligence.

How important is competitive intelligence to your success?

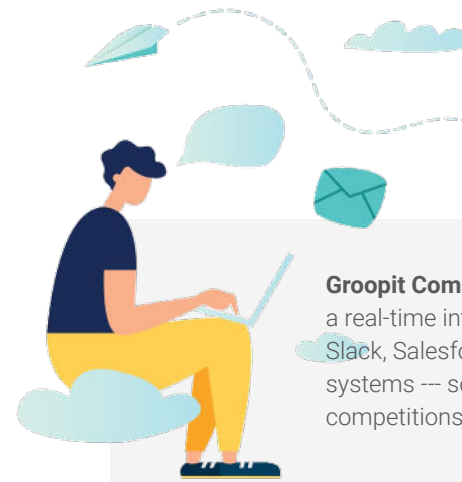
2023 State of Competitive Intelligence Report



What's the true value of the Groopit?

Winning against competitors is essential to business growth. Groopit empowers every employee to contribute to the effort and reap benefits, improving corporate and individual performance. Calculate your Competitive Revenue Gap and goals using the framework provided below.

How to use this table: Think about the business lost to competitors, then calculate your Competitive Revenue Gap. Calculate the number associated with each value driver, and insert that number into the third column to get your company's to calculate your competitive revenue gap and the estimated value of the Groopit Competitive Intelligence solution.



Groopit Competitive Intelligence Solution provides a real-time intel engine that integrates with Teams, Slack, Salesforce and countless other enterprise systems --- so together, employees can outsmart competitions and win more business.

Estimate the true value of Groopit

DRIVER	DEFINITION	ANNUAL ESTIMATED VALUE
Number of Deals Lost (#)	The number of closed lost deals that were won by competitors. (#)	<insert the number of deals lost (#)>
Annual Contract Value (ACV)	The total value of a customer's contract into an average value per year. (ACV)	<insert your annual contract value (ACV)>
Competitive Revenue Gap (CRG)	The number of deals lost (#) multiplied by annual contract value (ACV) equals the competitive revenue gap (CRG).	<insert competitive revenue gap (CRG)>
Tip Winnable Deals	The number of deals lost that could have been tipped to wins with employees sharing and using real-time competitive intel.	<insert the number of tippable deals>
Tip Winnable Revenue	The number of tippable deals multiplied by annual contract value (ACV).	<insert the total revenue of tippable deals>

Customer testimonials.

Our customers use Groopit Competitive Intelligence to outsmart competitors.



"Having high-quality customer insights is game-changing. Groopit helps our employees capture the voice of the customer after every interaction and gives our leadership team the agility to inform any decision with insights from our employees."

Jeremy Ames

Guidant Financial President and CEO



"The ability to share data and collaborate in real-time is a critical competitive advantage for leaders. Groopit leverages the wisdom of the crowd – where the crowd is most active in Slack, Microsoft Teams, Salesforce, or on their mobile devices – to capture and deliver actionable insights and empower everyone to make better, faster, more customer-centric decisions. Groopit is well positioned to disrupt the \$30B Collaboration Software market with its unique approach to crowdsolving."

Anthony Bontrager

Managing Director, WestRiver Group



Groopit is a great way to facilitate cross-functional team alignment and for me to see how Stuckey's is showing up in the field. Our sales reps are the eyes and ears of Stuckey's, and now we have a simple, easy way to communicate what they're seeing and hearing in the field to the corporate office.

Stephanie Stuckey

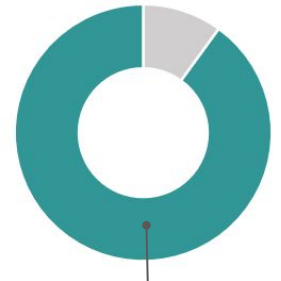
CEO, Stuckey's Corporation



"The Groopit team was extremely helpful in showing us how we can implement crowdsolving to achieve our goals."

Emma Brumley

Guidant Financial



90% Adoption

Reached in roll-out of first use case.

Ready to see Groopit in action?



[Contact us](#) to see how Groopit Competitive Intelligence can help you gain a competitive edge.

