

Competitive Market Knowledge Through Firefly Market Insights

Truly understand your market and identify new opportunities.

Do you truly understand the needs and requirements of your end customers? How do you embed new market trends into your planning effectively to stay ahead of the competition? Why do you leave service management to OEMs instead of growing your own business?

With today's complex markets, it is difficult to grasp the interdependencies between business operations

and the fast-paced world around you. And this is not due to a lack of data. On the contrary, an overload of incoherent data silos leads to micro-managing single things, but missing out on the big picture.

Firefly Market Insights helps you to take more informed strategic decisions by linking the inside world with data from the outside world. Our cloud is where we create your market graph.



Functionality

- Monitor customers and their demand
- Monitor competitors and their products
- Identify new product opportunities and raw materials
- Build up a thesaurus of data
- Link internal and external data sources
- Understand and link structured, semi-structured and unstructured content
- Build a graph covering heterogeneous data objects
- Visualize your results based on type of data

Benefits

- Take more informed decisions by understanding the big picture
- Grow your business by identifying new opportunities, new markets and new industry trends
- Understand your real end-customers
- Leverage your existing capabilities in data
- Adapt to legal/regulatory changes in the future early

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Link to new data sources and dive into new information.

How do we do it?

We use latest semantic technologies to link data from inside the organization and data from the web. Our expertise in data integration and our Firefly Appitecture allows us to link and understand literally any data source – structured or unstructured, internal or external.

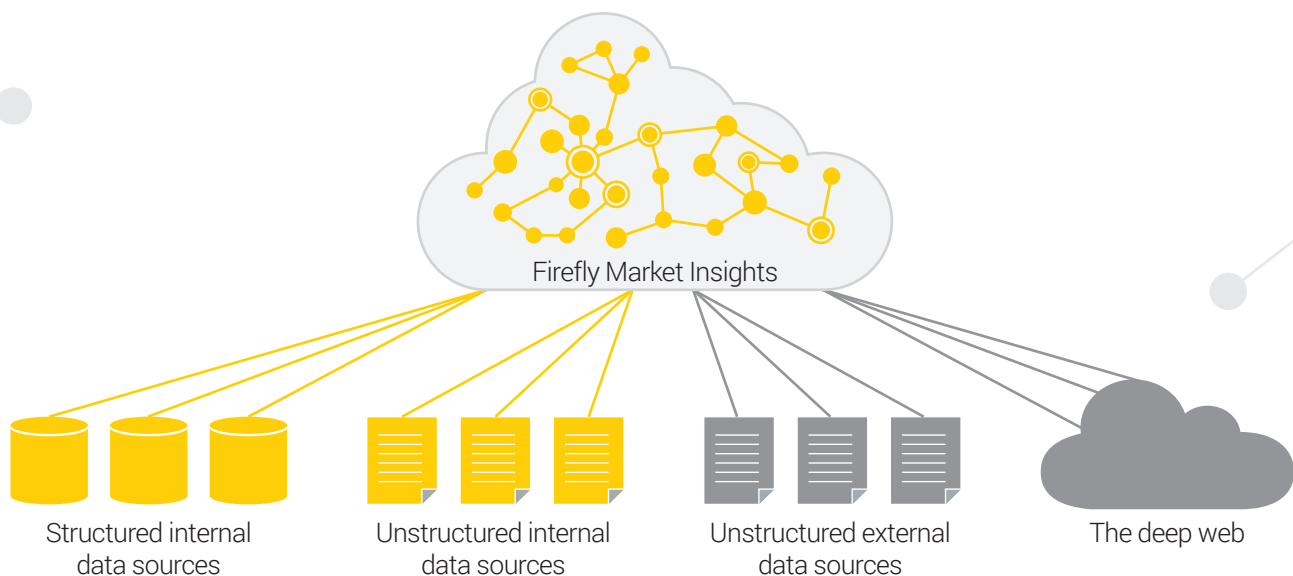
What about data quality and trustability?

We always store information about data provenance inside the graph, which guarantees traceability back

to the source. Data consistency can be easily filtered out using techniques to identify anomalies within results. In addition, we can establish trust in the data using our data source curatorship services.

What is the cost of the solution?

With the solution running fully on our cloud platform, cost for additional hardware, infrastructure and staffing will not occur. The graph is infinitely extendable across divisions, brands or countries and additional business scenarios can be linked at any time.



Build your graph in four easy steps:

1. Thesaurus

Build a vocabulary of key terms for search and disambiguation.

2. Data inventory

Define the data sources to be linked. Firefly can provide data source curatorship as a service.

3. Research focus

Define a research focus, e.g. by business line, division, etc.

3. Graph analytics

Analyze the graph and unlock new conclusions from the inter-linked data.

Graph calculation

Firefly Information Management AG provides world-class innovative enterprise data management cloud solutions. We enable organizations to multiply the value of their data across all enterprise applications, processes and entities that require timely and accurate data through cloud based semantic data management.

Firefly Information Management AG operates across Europe with its headquarter in Zug, Switzerland and offices in the Czech Republic, Portugal and Germany.

Learn more at www.fireflyim.com.

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