

*“There is no sure substitute to poring over hundreds of business news articles and journals to create a good competitive or technology analysis report. This is quite overwhelming and we may still end up missing important ones due to the sheer volume involved” - Team Lead IP Analysis*

### **Sounds familiar?**

*Delivering a good report based on relevant business updates, market and technology signals is a repetitive, time consuming and often a hit-or-miss endeavor .*

**Let AIRA help**



**Improve the efficiency and efficacy of your analysis**

- Discover relevant insights from web scale information
- Make your insight discovery more predictable



AIRA with its unique capabilities empower the Analysts to discover hidden nuggets of information, relevant to their areas of interest, efficiently



#### **Scope of Analysis Modeling**

Define your analysis scope or areas of interest in a unique and comprehensive way



#### **360° Intelligence**

Extend the coverage of analysis beyond patents to include multiple content sources including open web



#### **Efficient Discovery**

Sift through thousands of documents for relevance, leveraging multiple AI enabled levers for efficient discovery

AIRA leverages the power of AI to trawl through wide variety of sources and **unearth weak signals / early indicators or emerging trends** in the global business and technology space.

#### **Does this interest you?**

Do you think AIRA could add value to your strategic initiatives?

Reach us at [innovatewithus@biginfo labs.com](mailto:innovatewithus@biginfo labs.com) or for more details on AIRA scan QR code



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*"I always feel, we are reacting and that too a bit late to the changing dynamics of the technology and competitor space"- **Head of Product Marketing***

### **Sound familiar?**

*Lagging market and competitor insights will making you lesser prepared*



**Let AIRA help**



### **Augment your Competitive Intelligence with Weak Signals**

- Be Proactive in your Competitive Strategy
- Mitigate the risks to your Product and R&D investments



AIRA with its unique capabilities enable companies to be better prepared to tackle the uncertainties of the dynamic global market.



#### **360° Intelligence**

Extend the coverage of analysis beyond patents to include multiple content types from various sources



#### **Continuous Monitoring**

Source data just prior to analysis and thus serve as a 'Competitor Radar' watching out for events of interest



#### **Insight Exploration**

Use AI generated Insights Navigator to quickly identify what's relevant and mine "Unknown - Unknowns"

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*"There are so many strategic initiatives running in parallel in the company forcing us to be selective, when we would have liked to provide high quality competitive analysis reports across the board"- **Head of Innovation & IP Management***

### Sound Familiar?

*You don't have to make the choice of quality over quantity anymore, even though it is humanly impossible to keep up with the everchanging market dynamics.*

Let AIRA help



### Strengthen your strategy with Weak Signals

- Let AIRA be your Technology & Competitor Radar
- Mitigate the risks to your Product and R&D investments



AIRA with its unique capabilities enable companies to be better prepared to tackle the uncertainties of the dynamic global market.



#### 360° Intelligence

Extend the coverage of analysis beyond patents to include multiple content sources including open web



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