



## FORTARIS CAPITAL ADVISORS

Investigations | Litigation Support | Business Intelligence | Security Solutions

# COMPETITIVE INTELLIGENCE & INVESTIGATIONS

Are you taking your business into a new or existing market? Considering a potential merger, acquisition, or joint venture? Do you suspect patent or trademark infringement? Do you need to know what your competition is doing?

Competitive intelligence helps uncover and analyze both market and competitor activities to provide actionable intelligence. They include current and emerging competitors, customer profiles, market intel, pricing, and more. Ultimately, the goal is to provide leadership with useful insights to support more informed business decisions.

Understanding competitor motivations and behaviors help shape product development, pricing, brand positioning, and more. The key is to identify challenges, advantages, and white spaces to build a strategy that creates competitive differentiation. But it is impossible to differentiate yourself from competitors without visibility into their activities.

### ADVANTAGES OF COMPETITIVE INTELLIGENCE

- Stay ahead of industry trends with accurate and up-to-date data analysis
- Have the necessary insights to predict competitors' behavior
- Differentiate yourself from your competition
- Isolate new marketing channels and routes to market
- Discover new opportunities, gaps, and market trends
- Isolate, manage and mitigate risks

Competitive intelligence should not be thought of as a nice-to-have or complementary aspect of business strategy. Instead, it should form the basis of the strategy. By equipping you with accurate insights, Fortaris Capital Advisors can help you differentiate yourself and better align with customer needs.

Fortaris Capital Advisors has national surveillance capabilities and teams comprised of former military and law enforcement professionals that have extensive training in gathering intelligence. Our capabilities go beyond “eyes-on” surveillance operations with access to the Open Source Intelligence world that offers greater visibility in investigations. We take a methodical approach that incorporates planning, procedures, and training designed to reduce business vulnerability.