

Independent comparison of solutions to digitize the Intelligence Function



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Internal, now public

Originally, it was a document designed to develop Antara Intelligence, comparing Antara Mussol with competing solutions.

However, while we were building it, we realized that it would be as useful for us as for anyone who faces the task of choosing a good solution to digitize their Intelligence Function.

Evolving

This is a document that is enriched with the contributions of all those Competitive Intelligence professionals who want to contribute to its development.

Therefore, the contents of the document will evolve over time.

The original data of each comparison have been deposited before a notary.

Purpose of the document

Premises



❑ About the Evaluation Criteria

The evaluation follows the conclusions of the study on the priorities of the industry when choosing a Competitive Intelligence solution, [downloadable from the Antara Academy](#). In the following graphs, the criteria are not weighted by importance.

❑ About the participants

The comparison includes the opinions of professionals from private companies, including sectors such as automotive, food&beverages, engineering, health, insurance and consulting. Each team evaluated between three and five solutions. All opinions have been generated prior to their final decision-making and have been filed by notary. Some have ended up choosing Antara Mussol. Others don't.

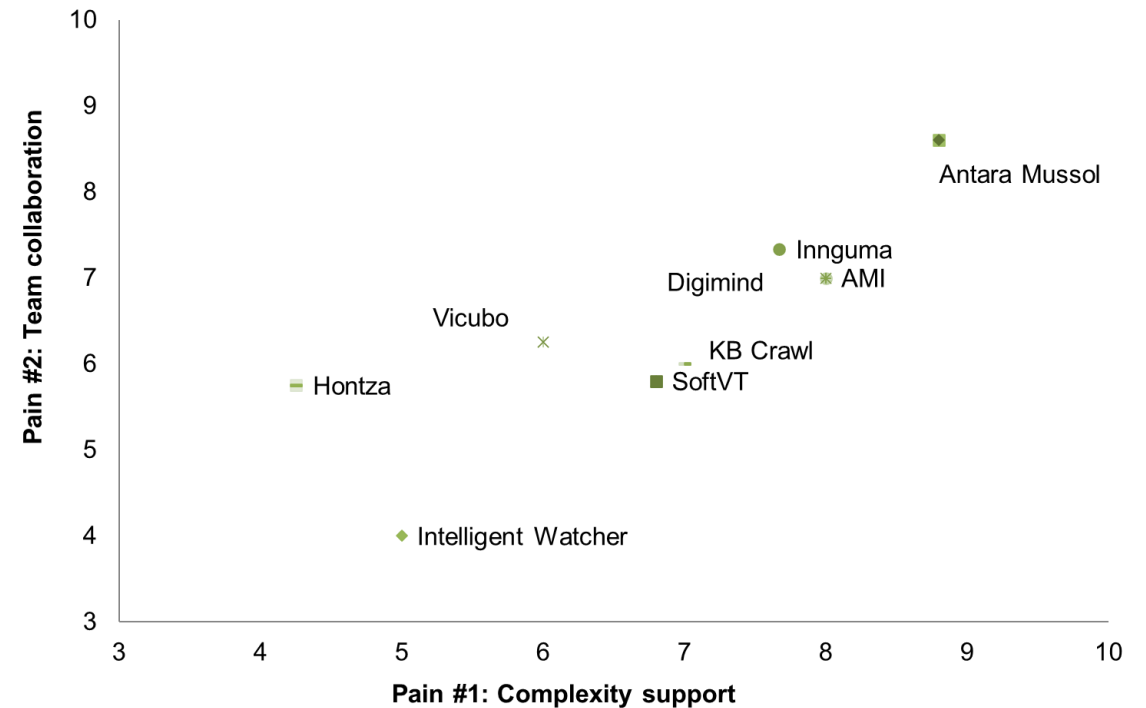
❑ About compared solutions

The solutions included in the comparison have been chosen by professionals independently. Only those solutions that have passed the filter at least once are included.

Two-axis comparison

According to the priorities defined by the industry.

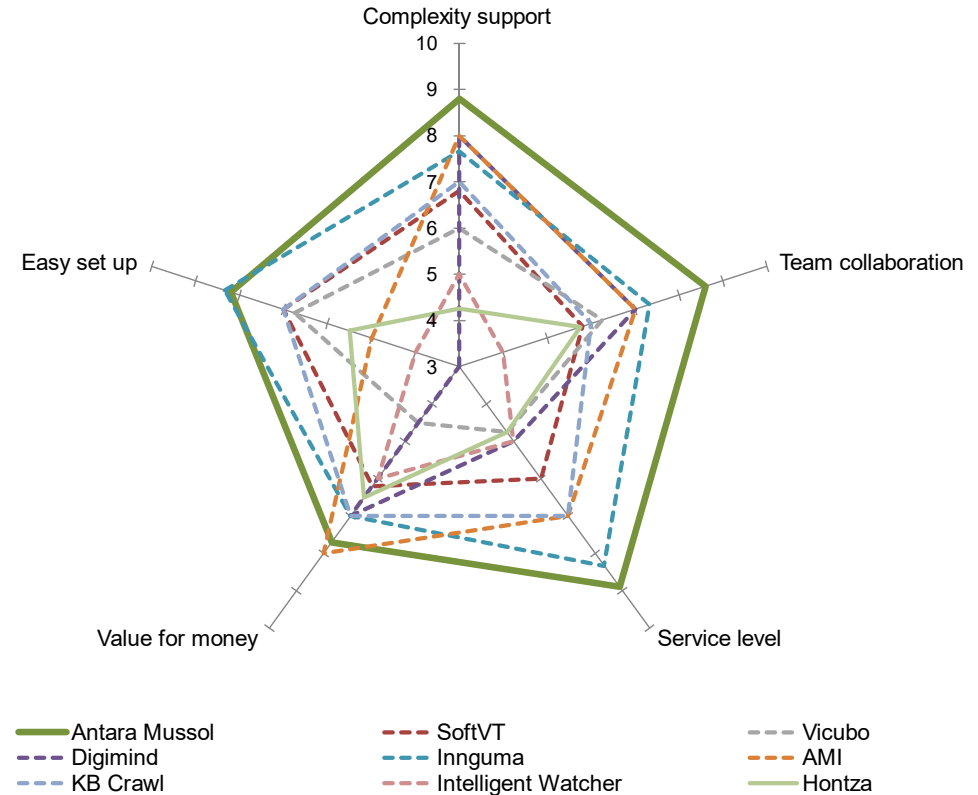
Only the two main criteria for evaluation are included in this simplified graph. On one hand, the ability of the software to model all the needs of the company and the different departments. On the other hand, how easy is to build a collaborative analysis environment among team members, whether they are from the same department or not. The maximum score of 10 indicates that the solution completely covers the needs in this area.



Five-axes comparison

According to the priorities defined by the industry.

This graph is more complete, but still only includes the five most important criteria defined by the companies consulted, in order not to excessively complicate the evaluation process by the participants, and the analysis of the results by the reader.



To know more...



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