

# MARKET & COMPETITIVE INTELLIGENCE

## Sales

FirstRain is a powerful customer and industry business insights SaaS solution that integrates into your CRM and is available via web and mobile app.

Customer Success

**Global bio-pharmaceutical business uses customized analytics from IgniteTech's FirstRain solution for competitive advantage**

### COMPANY

Pharmaceutical &  
Bio-Pharmaceutical  
Company

### ESTIMATED REVENUE

\$82 billion / year

### INDUSTRY

Healthcare – Drug  
Manufacturer

### IGNITETECH SOLUTION

FirstRain

### DEPLOYMENT

SaaS

“FirstRain is my one-stop shop for information I need about partners and customers.”

## SUMMARY

The company uses the FirstRain platform for market and competitive research. Precisely-configured filters and email notifications are used to alert about important news about their competitors.

## WHY FIRSTRRAIN

The company chose FirstRain because of its high precision of identifying granular topics related to their industry, allowing them to stay on top of anything that happens in their highly competitive market.

## CUSTOMER BENEFIT

Thanks to the near real-time collection of information, the customer is always a step ahead of the competition and fully aware of everything that happens in the market. Stakeholders who define the strategy for the company are able to always make well-informed decisions.

## CUSTOMER OUTCOME

In the highly competitive pharmaceutical industry, the smallest mistake can be very costly. Using FirstRain for market research and tracking the competition keeps this company better informed than their competitors and reduces the risks associated with under-informed decisions.

## SOLUTION BENEFITS

- Drive GTM and account planning with market-centric analytics and real-time competitive insights on customers, markets, strategy and competition
- Deliver meaningful, detailed market trends and product insights to uncover new business opportunities before the competition
- Drive adoption of your CRM and have custom reporting by account, territory, vertical and geography to allow sales groups and marketers to gain insights into their customers' world
- Break down silos among departments and functions to become a more streamlined and efficient enterprise

For more information,  
visit [ignitetech.com/firstrain](https://ignitetech.com/firstrain)