Railway-technology.com

market & customer insight
THE INTEGRAL PART OF THE GLOBAL RAILWAY COMMUNITY

Staying up to speed with the global railway industry can divert critical time, money and resource away from your core business. But if you can’t identify - and target - high-quality leads, your sales strategy is destined to under-deliver. When it comes to pinpointing game-changing opportunities, an incredibly efficient lead-generation approach is worth its weight in gold. That’s where our intuitive Market & Customer Insights Tool comes into its own.

THE MARKET & CUSTOMER INSIGHT TOOL IS BUILT AROUND 3 CORE COMPONENTS:

1. CUSTOMER INSIGHT for an in-depth insight into your client base
2. MARKET INSIGHT for a rigorous analysis of your key markets
3. WORKFLOW TOOLS to streamline and optimize the way you work
market & customer insight

THE INTEGRAL PART OF THE GLOBAL RAILWAY COMMUNITY

Prospector Tool

Company Insight

Deals

Market Insights

Economic Indicators

Tenders

Industry Network

Rumours, Announcements, Contract Wins, Social Media Broadcasts, Survey Responses, Supplier Changes, Product Developments, Personnel Changes, Sentiment, Blogs

Company Listing Details, Product Information, Opinion Pieces, White Papers, Services Information, Features, Event Notifications, Industry Project Information

Clients

- Strategic Decision Making
- Strategic Planning
- Business Environment Analysis
- Competitive Intelligence
- Competitive Threat
- Product/Business Development
- Market Penetration
- Sales Efficiency
- Market Sentiment
- Compliance
- Customer Engagement
- Database Management
- Marketing Campaign Management
- ROI Analysis

Railway-technology.com
Hindsight is a valuable commodity, but it’s foresight that really defines sales success in your key markets.

Backed by actionable sector-specific analysis and insight, this cutting-edge business intelligence tool is designed to help you anticipate profitable sales opportunities in your core marketplace before they appear on your competitors’ radar.

And in today’s competitive landscape, staying one step ahead of your peers is all about maximizing efficiency.

Reinforce your sales strategy with a compelling range of industry intelligence.

New deals tracked: 2,500+
Company profiles: 2,500+
Tenders: 1,200+
Deals tracked: 2,500+
Profiles: 2,500+
Analysis delivered by industry experts:
Unparalleled analysis delivered by industry experts:

Daily updates:

Access to timely historic & forecast data for key economic indicators globally:

4,000+ archived news stories:
When you’re competing with your peers for key industry contracts, it’s vital to be first in line for new tender alerts.

Our industry experts will save you time and effort by tracking/analysing a vast array of online sources including blogs, networks and social media for breaking deal announcements.

Our innovative, proprietary technology, expert analysts and extensive network of contacts in the industry enable you to:

- **Optimize** your tender process by reviewing tender success stories and gaining an understanding of other companies’ tender-winning strategies
- **Maximise** sales efficiency by receiving only relevant tenders
- **Stay one step ahead** of your competitors with our early tender alerts

Each month, we receive high-quality information on over 1,200 tenders submitted by 2,500 companies.
The global railway industry never stands still. That's why we focus on giving you a critical first-mover advantage by keeping you up to speed with the latest industry news, trigger points and events that will affect you and your client base.

As a trusted leader in our field, we receive deal and contract information directly from the industry itself. With privileged access to that information before it reaches a wider audience, you benefit from having access to breaking information before most of the market even knows about it.

To maximize your chances of winning new contracts and customers, we leverage our extensive network of industry contacts to deliver value-added insights into the key decision-makers in your target market. Our tool will help you analyze your client base for clear visibility on your market penetration.
OPTIMIZE YOUR SALESFORCE AND MAXIMIZE YOUR MARKETING EFFICIENCY

CUSTOMER INSIGHT

Our comprehensive database features 2,500 detailed company profiles, which are updated on a daily basis.

By providing you with lucrative leads and opportunities, based on incisive business intelligence, our Railway Technology Market & Customer Insights Tool streamlines your sales strategy and frees you up to focus on what you do best - shaping and growing your business.

Industry experts estimate that 23% of sales team time is wasted on sales pitches to the wrong companies.
By capitalizing on our primary, proprietary research, you can glean priceless insights into market sentiment and buying trends.

**INNOVATION**

You can also use this tool to research new geographic markets and investigate new applications of your product or service. Our innovation reports give you a vital breakdown of the market drivers so that you can build your strategy around the best opportunities.

**RIGOROUS ECONOMIC ANALYSIS**

Success in your chosen market relies on a solid awareness of the fundamental drivers that influence it. Through our partnership with Timetric, a leading global provider of online market data, analysis and advisory services, we can provide unrivalled market data to help you to understand the macroeconomic environment that you are operating in.
Our extensive network of industry contacts are regularly and rigorously surveyed. These surveys and fully maintained Railway industry panels help shape our research output.

Railway Technology is part of a brand portfolio owned by our parent company, including a number of specialized publications and conferences for the industry.

This unique community of experts enables us to engage and share research and knowledge on a daily basis.
UNDERSTANDING THE MARKET ENVIRONMENT THAT UNDERPINS YOUR BUSINESS IS THE FIRST STEP TO FORMULATING A STRONGER SALES STRATEGY

Data includes:

- Passengers carried annually, Rail lines,
- Volume of goods transported by rail, Rail route length, Rail network,
- Rail infrastructure driver,
- Road & rail transport, Domestic and international freight transported, Development of rail infrastructure,
- Number of passengers carried, Infrastructure construction driver,
- CIC Global 40 Stocks index

Your Macro Economic Environment

- Better understand your suppliers to help improve your margins and help drive innovation of your products
- Assess the threat of new entrants in your market by utilising our tenders analysis tool to find out who's winning what contracts.
- Gain an understanding of competitive threats in your market.
- Analyse your current client base against your potential client universe for improved customer insight.
- Understand your competitive position through our extensive company profiles.
QUICK, EASY AND INTUITIVE

Our interactive and easy-to-use workflow tools aim to provide you with a seamless experience of finding data and manipulating it into a visual format that best suits your needs.

We offer you simplicity and access to our information, analysis and insights in a quick and intuitive manner.

FIND THE RIGHT INFORMATION QUICKLY
Our Intelligence Center organizes all of your content in a clear and transparent manner. Together with its advanced search and filtering functionality, the Intelligence Center makes it easy to find what you’re looking for.

PART OF YOUR WORKFLOW
Our platform is designed to work efficiently and seamlessly with your current workflow. Data, charts, images and text can all be isolated, clipped and exported to a format of your choice – whether that’s to drop in a presentation or analyze in a spreadsheet.
**Visual Trends**

Our leading-edge visualization tools allow you to easily chart, plot and manipulate the various datasets in order to discover underlying patterns.

**Ask an Analyst**

When you need more information or want the benefit of expert insight, the “Ask an Analyst” function provides direct access to our analytical teams.
## WHO USES THE RAILWAY MARKET & CUSTOMER INSIGHT TOOL?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Sales</th>
<th>Marketing</th>
<th>Directors</th>
<th>Finance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify new business opportunities</td>
<td>✔</td>
<td>✔</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Optimize the efficiency of your sales team</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Build productive lists that generate genuine leads</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Refine your ability to target the right client</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Create strong customer understanding</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Develop in-depth market understanding</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Reinforce your strategic direction</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Conduct highly effective competitive analysis</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Help construct watertight corporate compliance</td>
<td>✔</td>
<td>✔</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Foster stronger relationships with suppliers and customers</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>
**ABOUT RAILWAY TECHNOLOGY**

To find out more visit us at http://www.railway-technology.com/mediapacks/online/about-us-online.html

**WEB TRAFFIC**
Railway-technology.com generates 110,000 visitors a month from over 145 countries.

The railway-technology.com daily newsletter goes to 150,000 offshore decision makers.

**USER AUDIENCE**
Every single day, railway-technology.com is used by senior engineers, project procurement managers and global service delivery managers among others at major worldwide exploration and production organisations.

**DATA POINTS**
We monitor a broad spectrum of data points including visits, page views, time spent, unique visits and inbound enquiries.

**ADVERTISERS**
Our high-profile advertisers include ABB, Atkins, Bosch, DB International, Hitachi Rail, Lloyd’s Register, Progress Rail and Siemens.
Kable provides an unparalleled understanding of key global markets and industries for our international client base.

With a reputation built on our insights and reach across UK public sector markets and the ICT industry, we now provide intelligence on a global scale covering hundreds of thousands of organisations across every major vertical sector.

We have been serving businesses which sell to industries since 1990, developing methodologies and tools to structure organisation-level data at scale. Our dedicated focus means that we are better placed than anyone to understand the shape and dynamics of the markets we cover.

We provide daily analysis, opportunity identification and commentary on commercial firms, public bodies, industries and geographic markets, all designed to integrate with our clients’ core sales and marketing functions. We aim for our analysts to become an extension of our client’s business development functions, facilitating better market planning, targeting and client engagement.
**Headquarters**

**London**  
John Carpenter House  
John Carpenter Street  
London, EC4Y 0AN  
UK  
T: +44 (0) 207 936 6400  
E: railwaysales@kable.co.uk  
www.railway-technology.com

**India**  
NSL Centrum Commercial Complex,  
Survey No. 1 & 2, KPHB Colony,  
Hyderabad  
India

**South Korea**  
11th Floor, West Wing,  
POSCO Center Building,  
892, Daechi-4 Dong,  
Gangnam-Gu,  
Seoul 135-777

**Australia**  
Level 2,  
63 York Street,  
Sydney,  
NSW 2000  
Suite 1608,  
530 Little Collins Street,  
Melbourne 3000,  
Victoria, Australia

**US**  
441 Lexington Avenue,  
New York,  
NY 10017  
708 Third Avenue, 10th Floor,  
New York,  
NY 10017

**Argentina**  
Buenos Aires,  
Basavibaso 1328,  
2nd Floor Off 206,  
Buenos Aires 1006

**Singapore**  
20 Maxwell Road  
#04-02 J,  
Maxwell House  
Singapore 069113  
REPUBLIC OF SINGAPORE

**Shanghai**  
Room 408,  
Jing’an China Tower, No: 1701,  
Wst Beijing Road, Jing’an District,  
200040, Shanghai,  
PR CHINA

**Beijing**  
Room 2301, Building 4  
Wanda Plaza.  
No.93, Jianguo Road.  
Chaoyang District,  
Beijing 100026,  
PR CHINA

**Hong Kong**  
Room 6666, Floor 66  
The Center  
Central  
Hong Kong S.A.R. CHINA

**Madrid**  
C/Jesusa Lara 29, Ático J  
Torrelodones 28250  
Madrid SPAIN

**Frankfurt**  
Gerbermühlstraße 11,  
60594 Frankfurt am Main,  
GERMANY

**Mexico City**  
Mote Pelvoux 111-2 Piso  
Lomas de Chapultepec  
Mexico D.F. 11000 MEXICO