

WAVE REPORT

The Forrester Wave™: Market And Competitive Intelligence Platforms, Q4 2024

The 11 Providers That Matter Most And How They
Stack Up

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FORRESTER®

Summary

In our evaluation of market and competitive intelligence (M&CI) platform providers, we identified the most significant ones and researched, analyzed, and scored them. This report shows how each provider measures up and helps you select the right one for your needs.

Additional resources are available in the [online version](#) of this report.

M&CI Platforms Are Becoming Mission-Critical To B2B Organizations

The ability for B2B organizations to stay abreast of market shifts and competitor moves is becoming more difficult due to increased market volatility and the pace of change in technology and business. To understand the complexities and swings of the business environment, an average company might need a plethora of researchers or analysts — something most B2B organizations might not want to invest in. M&CI platforms, however, radically change the economics by automating up-to-date market and competitor news and insights into a one-stop shop. By using search, AI, and other tools, a handful of analysts can curate and tailor specific intelligence for individual teams or functions across hundreds or thousands of users, helping everyone from C-suite executives to product management teams make better decisions on a daily basis.

M&CI platform customers using this evaluation to inform a purchase decision should consider:

- **Broad up-to-date sources of information are critical.** To stay competitive, businesses need an overall view of the marketplace, including insights on market dynamics, technology advances, industry trends, regulatory changes, supplier issues, competitor moves, and customer needs. To be successful M&CI programs need access to a broad set of information sources such as news, websites, trade publications, patent information, regulatory sites, social media, user reviews, forums, and more. Buyers should also look for industry-specific or proprietary content that can provide an advantage in their market.
- **The need for the distribution of intelligence across the organization.** Although some organizations use M&CI platforms mainly for corporate strategy or development, most want to distribute market and competitive information across functional areas. Buyers should look for platforms that enable analysts to easily create newsletters, dashboards, battlecards, or other internal assets. With these capabilities, a small team of analysts can reach a multitude of users across the organization. Integration with other solutions — e.g., Salesforce, Slack, or Teams — meet people where they work and expand the reach of market intelligence.
- **Generative AI (genAI) can usher in new levels of self-service.** Most platforms have relied on keyword searches for users to uncover insights. However, these often require multiple filtering steps or expertise in Boolean logic. Vendors with well-designed and tested genAI capabilities allow users to ask about a market, a topic, or competitor and receive a summarized answer — significantly enhancing productivity. When source links are included, users can drill down for more detail.

Accuracy is increased when queries are based on curated and trusted sources.
Buyers should determine their readiness and the vendor's capabilities for conversational AI.

Evaluation Summary

The Forrester Wave™ evaluation highlights Leaders, Strong Performers, and Contenders (see Figures 1 and 2). We intend this evaluation to be a starting point only and encourage clients to view product evaluations and adapt the findings based on their priorities using Forrester's interactive provider comparison experience.

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Figure 1
Forrester Wave™: Market And Competitive Intelligence Platforms, Q4 2024



*A halo indicates above-average customer feedback. A double halo indicates that the vendor is a Customer Favorite.

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Figure 2

Forrester Wave™: Market And Competitive Intelligence Platforms Scorecard, Q4 2024

Current offering	Forrester's weighting	AlphaSense	C5i	Contify	Crayon	EMIS	EPAM
		2.52	2.12	3.08	2.52	2.36	3.40
Publicly available data sources	4%	1.00	1.00	3.00	3.00	3.00	5.00
Proprietary, paywalled sources	4%	5.00	1.00	3.00	1.00	5.00	3.00
Internal sources	4%	1.00	1.00	3.00	5.00	1.00	3.00
Additional sourcing capabilities	4%	1.00	5.00	5.00	3.00	1.00	5.00
Taxonomy setup and change	4%	1.00	3.00	3.00	1.00	1.00	5.00
Tagging accuracy and automation	4%	3.00	3.00	5.00	1.00	3.00	5.00
Search	4%	1.00	3.00	1.00	3.00	1.00	5.00
Search results and filtering	4%	3.00	3.00	3.00	1.00	3.00	1.00
Generative AI capabilities	4%	5.00	5.00	3.00	3.00	1.00	3.00
Advanced generative AI	4%	5.00	3.00	3.00	5.00	1.00	3.00
Other AI capabilities	4%	5.00	5.00	1.00	1.00	1.00	3.00
Knowledge capture	4%	1.00	1.00	5.00	3.00	1.00	1.00
Visualization	4%	1.00	3.00	3.00	3.00	5.00	3.00
Market and competitive analyses	4%	3.00	1.00	5.00	3.00	5.00	1.00
Use cases	4%	1.00	1.00	3.00	3.00	3.00	3.00
Information sharing via integrations	4%	1.00	1.00	1.00	5.00	1.00	3.00
User authorizations and information security	4%	5.00	1.00	3.00	1.00	3.00	5.00
Insights dissemination	4%	1.00	1.00	3.00	3.00	1.00	3.00
Ease of use	4%	1.00	1.00	3.00	1.00	3.00	3.00
Workflow and information monitoring	4%	1.00	1.00	5.00	3.00	1.00	3.00

Scores are on a scale of 1 (below par relative to others evaluated) to 5 (superior relative to others evaluated).

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		Forrester's weighting	AlphaSense	C5i	Contify	Crayon	EMIS	EPAM
Current offering		2.52	2.12	3.08	2.52	2.36	3.40	
Success metrics	4%	3.00	1.00	3.00	5.00	1.00	3.00	
Implementation	4%	3.00	1.00	3.00	1.00	5.00	5.00	
Customer success and support	4%	5.00	3.00	3.00	3.00	3.00	3.00	
Additional services	4%	1.00	3.00	3.00	1.00	1.00	3.00	
Global reach and delivery	4%	5.00	1.00	1.00	1.00	5.00	5.00	
Strategy		4.40	1.88	3.04	3.60	2.40	3.28	
Vision	14%	5.00	3.00	1.00	5.00	5.00	3.00	
Innovation	30%	3.00	3.00	5.00	5.00	1.00	3.00	
Roadmap	14%	5.00	1.00	1.00	3.00	3.00	3.00	
Partner ecosystem	14%	5.00	1.00	3.00	3.00	3.00	3.00	
Adoption	14%	5.00	1.00	3.00	1.00	1.00	5.00	
Pricing flexibility and transparency	14%	5.00	1.00	3.00	3.00	3.00	3.00	

Scores are on a scale of 1 (below par relative to others evaluated) to 5 (superior relative to others evaluated).

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		Forrester's weighting	Evalueserve	InfoDesk	Klue	Northern Light	Valona Intelligence
Current offering		3.88	2.60	3.32	3.48	4.20	
Publicly available data sources	4%	5.00	3.00	3.00	5.00	5.00	
Proprietary, paywalled sources	4%	3.00	3.00	1.00	5.00	5.00	
Internal sources	4%	3.00	3.00	5.00	3.00	3.00	
Additional sourcing capabilities	4%	3.00	3.00	3.00	3.00	3.00	
Taxonomy setup and change	4%	5.00	1.00	3.00	3.00	5.00	
Tagging accuracy and automation	4%	3.00	5.00	3.00	3.00	5.00	
Search	4%	5.00	1.00	3.00	3.00	5.00	
Search results and filtering	4%	3.00	1.00	3.00	3.00	5.00	
Generative AI capabilities	4%	5.00	1.00	3.00	3.00	3.00	
Advanced generative AI	4%	3.00	1.00	3.00	3.00	5.00	
Other AI capabilities	4%	3.00	1.00	3.00	3.00	5.00	
Knowledge capture	4%	3.00	5.00	3.00	3.00	5.00	
Visualization	4%	3.00	1.00	3.00	3.00	3.00	
Market and competitive analyses	4%	3.00	1.00	3.00	3.00	5.00	
Use cases	4%	5.00	3.00	3.00	5.00	3.00	
Information sharing via integrations	4%	3.00	5.00	5.00	3.00	5.00	
User authorizations and information security	4%	3.00	3.00	3.00	3.00	3.00	
Insights dissemination	4%	5.00	3.00	3.00	5.00	5.00	
Ease of use	4%	5.00	3.00	3.00	5.00	3.00	
Workflow and information monitoring	4%	5.00	3.00	3.00	5.00	3.00	

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Implementation	4%	3.00	5.00	3.00	3.00	3.00	
Customer success and support	4%	3.00	1.00	5.00	5.00	5.00	
Additional services	4%	5.00	3.00	5.00	3.00	5.00	
Global reach and delivery	4%	5.00	3.00	3.00	1.00	5.00	
Strategy			3.28	2.16	2.72	3.56	3.56
Vision	14%	3.00	1.00	3.00	3.00	5.00	
Innovation	30%	3.00	3.00	3.00	3.00	3.00	
Roadmap	14%	5.00	3.00	3.00	3.00	3.00	
Partner ecosystem	14%	3.00	3.00	3.00	3.00	5.00	
Adoption	14%	3.00	1.00	3.00	5.00	3.00	
Pricing flexibility and transparency	14%	3.00	1.00	1.00	5.00	3.00	

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Leaders

Valona Intelligence

Valona Intelligence has been providing market insights and competitive intelligence to companies around the globe since 1999. A majority investor installed a new CEO in 2022 to rebrand the company and provide direction for stronger growth and innovation.

- **Strategy.** Valona’s vision is to continue to drive impact and adoption by delivering more vertically focused information sources and expanding its toolset to support an expanding list of functional areas and use cases. Valona has more than 300 content partners and one exclusive geopolitical consultancy partner for a unique service offering. Its innovation efforts have been focused on building on its proprietary large language model (LLM) for conversational queries and improved ease of use. Valona’s roadmap shows ongoing AI investments — similar to those of other vendors — but also focuses on more vertical, functional, and use-case-specific models and analyses.

- **Capabilities.** The Valona platform has always been exceptional for its sourcing of public information across 150 countries and 115 languages while also monitoring more than 300 paywalled sources. The company's global reach is supported by nine offices in three continents. It was using its own generative AI model to summarize information long before other vendors. Ultra-reliable, the Valona platform has now added a Val assistant for query and response with the ability to populate predefined frameworks like SWOT. Analyst and consulting support round out the offering. The platform lacks the ability to transcript and tag audio or video files.
- **Customer feedback.** Customers value the platform's precise search results and the level of service. One told us, "Valona has been the most reliable and best partner I've worked with for 11 years."
- **Forrester's take.** Valona Intelligence is an excellent fit for large enterprises that want a proven and sophisticated platform with global insights and analyst/consulting support to build intelligence capabilities across multiple functions.

View [Valona Intelligence's detailed scorecard](#).

Evalueserve

Evalueserve is a global organization specializing in research and analytics for large enterprises. Its Insightsfirst solution was launched in 2019 as a hybrid product and consulting solution, but with AI and other advancements, it now supports broader functionality for both analysts and end users.

- **Strategy.** Evalueserve's vision is to centralize enterprise knowledge and provide personalized M&CI across teams at organizations with \$1 billion or more in revenue. With Evalueserve's enhancements in AI and deliverable creation and workflow, innovation in the product has improved, reducing dependencies on the organization's analyst services and enabling higher levels of self-serve. The roadmap differentiates it as one of the few vendors proactively working to incorporate structured data from both internal and external sources into its platform.
- **Capabilities.** The Insightsfirst platform has benefited from the strength of a large global organization with more than 5,000 domain experts, broad sourcing capabilities, local support in multiple countries, and an AI-focused research center. Its genAI capabilities now enable easier access and more self-serve for users than in the past. The platform includes a variety of paywalled sources, though

customers wish it included more. It also lacks sentiment analysis, a valuable way to understand perceptions.

- **Customer feedback.** Evaluateserve's willingness to partner in shaping features and functions gets high marks, as does its service, but customers say that it takes some time to learn to use the Insightsfirst platform.
- **Forrester's take.** Evaluateserve is a good option for large multinational organizations that want a high-touch, customized platform and won't shy away from a premium price.

View [Evaluateserve's detailed scorecard](#).

Northern Light

Northern Light has been an early pioneer in market research and competitive intelligence since the 1990s. The organization is employee owned and focuses its SinglePoint platform on large multinationals with diverse needs.

- **Strategy.** Northern Light envisions a future in which businesses leverage AI-driven insights to uncover opportunities, mitigate risks, and think ahead of the curve. Targeting complex organizations with a broad set of use cases, Northern Light's innovation has emphasized reliability, scalability, and flexibility. With strong newsletter and dashboard capabilities and no per-user fees, user adoption is one of the highest among vendors, while customer adoption is on par with others. The pricing model is based on an enterprise flat-fee model; additional fees exist for specific platform features and content collections.
- **Capabilities.** Northern Light has curated a broad range of public sources into content collections packaged for specific audiences (e.g., thought leadership for executives, clinical trials for life sciences). SinglePoint integrates with diverse internal systems (e.g., Salesforce, SharePoint) to support a wide array of use cases. The platform's ease of use in creating newsletters and dashboards as well as connectivity with Slack and other systems make it simple to disseminate insights to hundreds or thousands of end users. The company has added AI summarizations into the platform and has basic conversational AI capabilities.
- **Customer feedback.** Customers note the breadth of information sources and rave about the level of personalized support from customer success teams to the CEO. One customer mentioned, "The whole company is invested in our success." Northern Light is a Customer Favorite in this evaluation.

- **Forrester's take.** Northern Light is a good fit for large, complex companies that want a scalable, enterprisewide platform with first-rate service and competitive pricing.

View [Northern Light's detailed scorecard](#).

Strong Performers

AlphaSense

AlphaSense was started in 2011 and initially targeted financial services organizations and consultancies but has expanded to strategic roles within corporate clients. The company has raised more than \$770 million based on its strong technology platform, strategic acquisitions, and fast growth trajectory.

- **Strategy.** AlphaSense's vision is to join unique information sources — including hundreds of exclusive broker reports and thousands of proprietary expert interviews — with sophisticated AI tools to provide immediate answers to market intelligence questions. This differentiated strategy has played out well, with rapid adoption by more than 4,000 customers around the globe, increased average deal size, and rapid revenue growth. Typical users have been in intelligence or strategy roles, which is reflected in lower user adoption rates within accounts but that is starting to change as the organization broadens its use cases. On the roadmap are more AI capabilities and more exclusive information sources.
- **Capabilities.** The AlphaSense platform has a similar look and feel to a Bloomberg terminal: Each screen is densely filled with overviews, trending topics, company news, reports, and events — requiring a high level of user expertise. Now, however, with genAI summaries and conversational AI, the ability for AlphaSense to expand beyond intelligence professionals rises dramatically. While integrations from internal client repositories such as SharePoint or OneNote exist, integrations with collaboration systems such as Slack for disseminating information across the enterprise, are lacking.
- **Customer feedback.** Customers rank the platform highly for “finding trusted insights easily and quickly” and find the customer support teams to be exceptional. Some customers, however, are looking for more quantitative company information.
- **Forrester's take.** AlphaSense is a powerful platform for corporate development, strategy, or market intelligence use cases in which users have less of a desire to share insights broadly across their organization.

View [AlphaSense's detailed scorecard](#).

EPAM

EPAM is a multibillion-dollar digital transformation, AI, and data analytics company. It launched the InfoNgen platform in 2008, targeting life sciences, manufacturing, and professional services organizations.

- **Strategy.** EPAM's vision is to deliver actionable market and competitive insights from mountains of unstructured data. Adoption has been steady with almost 150 customers on the platform and an increasing average deal size of more than \$100,000. Although EPAM bases its pricing on power users as well as end users (which can sometimes stymie user adoption), customers have found its overall pricing to be reasonable. Innovation is often done in conjunction with lead clients, though EPAM has found that new functionality doesn't always translate well to the broader market.
- **Capabilities.** With the global resources of EPAM, InfoNgen's sources are extensive and include deep industry content, with the ability to easily add new sources. More than 90 business and industry-specific taxonomies are available out of the box, but the platform also allows for custom taxonomies. Natural language processing and semantic analysis is available in 49 languages: More than half of the InfoNgen client base works in languages other than English. Searches resulted in a long list, requiring significant filtering or Boolean operations. Limited graphical results make it less intuitive for users. Conversational genAI capabilities are available, and users can select single or multiple sources to prompt for answers.
- **Customer feedback.** Customers are happy with the platform's competitive pricing but indicate some room for improvement for conducting analyses.
- **Forrester's take.** EPAM's InfoNgen is a good fit for global companies with different language requirements and use cases that expand beyond market intelligence to include insights for supply chain or ESG-related issues.

View [EPAM's detailed scorecard](#).

Contify

Starting in 2009 as an information aggregator, Contify launched its intelligence platform in 2012. Contify began by serving consulting organizations but has built a robust offering that now serves multiple industries.

- **Strategy.** Although Contify's vision to help corporate, product, marketing, and sales teams make better strategic decisions is clear, its strategy on the types of organizations it targets and is suited for is less apparent. Innovation is a strength, and the company has embarked on an ambitious program to store data points for key market intelligence questions (e.g., market size, competitor share) that clients want answered about their markets and competitors. Contify works closely with customers and influencers on future innovation, though its roadmap plans could be more clearly articulated.
- **Capabilities.** Contify has improved its overall user interface over the last year and a half and has added AI summaries and conversational capabilities. Users can quickly and easily create newsletters and dashboards to distribute insights to selective or broad user groups. Some AI capabilities are lacking: unsupervised machine learning that provides topic clustering abilities, and sentiment analysis that provides an understanding of positive or negative feelings about companies or products.
- **Customer feedback.** Customers are impressed with Contify's ability to innovate quickly and handle the requirements of a global company — but mention a desire for more paywalled sources.
- **Forrester's take.** Contify is a good fit for organizations looking for a solution for roles across strategy, marketing, or product and need broad competitive or market intelligence capabilities.

View [Contify's detailed scorecard](#).

Crayon

Founded in 2015, Crayon is VC-funded, providing a competitive intelligence platform primarily for high-tech firms in North America.

- **Strategy.** Crayon's superior vision is highly focused on providing competitive enablement capabilities to drive better sales outcomes. The company has developed a cadre of partnerships that enable tight integrations with customer relationship management (CRM), conversational intelligence, and collaboration systems, and includes consulting organizations for additional analyst services. Crayon has focused its rapid innovation in the last year on leveraging genAI for summarizations and query and responses. The organization bases its pricing primarily on the number of competitors tracked, a point of frustration for some larger organizations with hundreds of competitors.

- **Capabilities.** Crayon offers a broad array of publicly available sources, but no integrated paywalled sources. The platform has comprehensive integrations with internal systems, which provide significant value by ingesting win/loss information, buyer conversations, and sales feedback — thus allowing users to analyze win/loss rates, understand buyer needs and perceptions, and glean first-hand sales insights. New conversational AI tools and an integration with Slack allows sellers to ask questions and get real-time answers based on company-produced materials like battlecards. Crayon’s shortcomings include some noise in search results and a lack of sentiment analysis.
- **Customer feedback.** Customers value Crayon’s strong integrations with their internal systems and the ability to “reach sales reps where they are” — though they also say “the look and feel could be improved.”
- **Forrester’s take.** Crayon is a strong option for technology organizations looking to boost product marketing or compete teams’ capabilities to understand competitors, analyze win/loss information, and create battlecards to enable sales for increased win rates.

View [Crayon’s detailed scorecard](#).

Klue

Founded in 2015, VC-backed Klue initially focused on competitive intelligence for high-tech organizations in North America, but is expanding to new use cases, vertical targets, and geographies — with inroads in EMEA.

- **Strategy.** Klue’s acquisition of Doublecheck and the integration of its win/loss program has allowed it to expand its vision: providing a central intelligence hub for market, competitive, and buyer intelligence across all go-to-market stakeholders. Klue’s ability to achieve this vision is just starting to come to fruition as customers begin to adopt the full range of services. Klue’s innovation is reflected in its smart applications of genAI and sentiment analysis. Pricing could be problematic as it varies by end users and the number of final deliverables sent to them, which could dampen user adoption rates within accounts. So far, however, Klue’s user growth has remained steady.
- **Capabilities.** Prebuilt connectors with CRM solutions, sales content, Slack, Teams, and conversational intelligence systems are strong differentiators. Ingesting opportunity or win/loss information from Salesforce is straightforward. Disseminating competitive insights from Klue into Salesforce, Slack, or Teams is as easy as adding a widget. Klue uses genAI to summarize hundreds of user reviews

for strengths, weaknesses, and sentiment, which customers find to be “really wonderful.” The Ask Klue feature provides responses to queries, though it reverts to the general LLM if the answer can’t be found using only Klue’s trusted sources.

- **Customer feedback.** Customers speak to the value of Klue’s integrations and its rapid release cycle. They mention that “there’s always something new” but acknowledge that it can take time to fine-tune alerts.
- **Forrester’s take.** Klue is a strong platform for companies that want market, competitive, and buyer insights to bolster go-to-market efforts across marketing, product, and sales.

View [Klue’s detailed scorecard](#).

Contenders

EMIS

EMIS started in the 1990s and became part of the ISI Group in 2018 to create a comprehensive research platform providing industry, country, and company information for emerging markets.

- **Strategy.** EMIS’s superior vision focuses on unlocking the potential of fast-growing, developing markets through intelligence from local and international sources. Customer adoption has been fair with user adoption growing both in power users and end users. EMIS has focused its innovation efforts on increasing the depth of company and industry content while redesigning the web product. EMIS uses genAI to generate news summaries while conversational AI capabilities are still in development. The pricing model, based on industries and geographies, allows significant savings for customers who can access so many hard-to-procure or expensive sources.
- **Capabilities.** The EMIS information set is especially unique and includes locally sourced information and more than 2,200 paywalled sources including news, market research, reports, and public and private financials. EMIS’s visualization and analysis is superior to most vendors with trend and relationship graphs as well as tree maps. Ready-made reports such as SWOT or PESTEL are available, and peer benchmarking can compare companies’ financial performance or other attributes and update them automatically when new data is available. The company doesn’t have any internal integrations for ingesting information or distributing insights to users.

- **Customer feedback.** Customers value the paid and proprietary reports which one said, “are very informed and comprehensive,” but look forward to an improved ability to remove duplicate news articles.
- **Forrester’s take.** EMIS is the go-to vendor for companies investing or operating in developing countries.

View [EMIS’s detailed scorecard](#).

InfoDesk

Founded in 1999 and providing intelligence solutions for multiple industries, InfoDesk acquired Wide Narrow, a market intelligence platform, in April 2023.

- **Strategy.** InfoDesk’s vision is to be the qualitative intelligence hub for global enterprises, providing “Trusted intelligence at your fingertips.” While a somewhat nondescript strategy, the combined company has had success gaining broader adoption in specialty use cases, such as risk, pharma regulations, and sustainability. Innovation has increased with many more development resources available due to the acquisition of Wide Narrow. The organization’s roadmap is mostly focused on advancing its AI capabilities. Pricing can take into account total users, integrations, and specific feature usage, often resulting in deal sizes considered too high for many prospects.
- **Capabilities.** The merged entity has produced a more scalable platform with more content and services available. Public sources are broad but are missing company financial disclosures. The vendor offers more than 100 out-of-the-box integrated paywalled sources that customers can subscribe to. Integrations with internal systems can be built to bring in a wide variety of internal content. Each taxonomy must be custom-built by the customer, utilizing a platform tool and the support of the services team. The platform has both keyword and AI search methodologies. Search sometimes produces noise, “but the system learns” with feedback. InfoDesk is still working on fine-tuning genAI responses for accuracy.
- **Customer feedback.** Customers value the increased efficiency in finding information but still get noise and duplications that “take time to clean up.”
- **Forrester’s take.** InfoDesk is a good fit for less price-conscious, larger multinationals — especially those focused on risk, regulatory, or other strategic use cases.

View [InfoDesk’s detailed scorecard](#).

C5i

Course5 Intelligence is now C5i. The company has operated for more than 20 years, serving organizations with AI-driven capabilities, services, and platforms, one of which is the Compete platform. Its business model is highly service oriented, providing high-touch onboarding and customization.

- **Strategy.** C5i's vision for its Compete platform has shifted in the past few months to focus on digital shelf insights and analytics. The strengths of C5i's AI capabilities and focus on CPG, retail, and e-commerce customers have caused it to realign its efforts and resources toward the needs of these segments. Its innovation efforts, especially in the AI realm, have traditionally been solid with a well-funded AI lab. Given the white glove service, pricing has historically been very high, resulting in very large deal sizes despite not much broad user adoption.
- **Capabilities.** The AI capabilities shown 18 months ago were quite impressive and already included generative summarizations, clustering, and even conversational content. C5i's supervised and unsupervised models allow pattern and anomaly detection in both structured and unstructured data. It is now utilizing these powerful tools for digital shelf analytics for promotion, pricing, search, and other elements — requiring significant data gathering across the web and across marketplaces. The platform is no longer focused on general market and competitive information though C5i is likely still serving existing customers.
- **Customer feedback.** Customers in the past have highly rated the organization's expertise, support, and platform.
- **Forrester's take.** C5i Compete is a good fit for CPG, retail, or e-commerce organizations looking for digital shelf analytics and capabilities.

View [C5i's detailed scorecard](#).

Vendor Offerings

Forrester evaluated the offerings listed below (see Figure 3).

Figure 3
Evaluated Vendors And Product Information

Vendor	Product evaluated	Product version evaluated
AlphaSense	AlphaSense	N/A
C5i	C5i	N/A
Contify	Contify	N/A
Crayon	Crayon	N/A
EMIS	EMIS Next for Market Intelligence & Strategic Planning	N/A
EPAM	InfoNgen	N/A
Evalueserve	Insightsfirst	N/A
InfoDesk	InfoDesk Platform	N/A
Klue	Klue	N/A
Northern Light	Northern Light SinglePoint	Version 11
Valona Intelligence	Valona Intelligence	N/A

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Evaluation Overview

We evaluated vendors against three categories:

- **Current offering.** Each vendor’s position on the vertical axis of the Forrester Wave graphic indicates the strength of its current offering.
- **Strategy.** Placement on the horizontal axis indicates the strength of the vendors’ strategies, including elements such as vision and innovation.
- **Customer feedback.** A halo on a vendor’s marker indicates above-average customer feedback relative to the other evaluated vendors. A double halo indicates outstanding customer feedback: We consider the vendor to be a Customer Favorite. As part of this evaluation, we speak with up to three customers of each vendor. We also consider customer input from our previous research.

Vendor Inclusion Criteria

Each of the vendors we included in this assessment:

- **Promotes the offering as an M&CI platform.** The core offering is built to gain external insights about markets, competitors, and customers from external sources, with connections to internal sources pulled in for additional purposes (e.g., CRM, win/loss data) or insights (sales conversations or input). The offering is not just a knowledge management tool that pulls information from internal sources.
- **Focuses on more than one sector or use case.** The focus of the offering spans beyond one sector (e.g., healthcare) or use case (e.g., patent tracking) to provide a broad set of sources and capabilities that provide market, competitor, and customer intelligence across markets, industries, and regions.
- **Serves enterprise B2B customers.** Over 50% of the revenue from the offering should come from B2B organizations. The organization should have case studies and references from B2B organizations and capabilities that serve B2B customers.

Other Notable Vendors

The Forrester Wave evaluation is an assessment of the top vendors in the market; it doesn't represent the entire vendor landscape. You'll find more information about this market and additional vendors that Forrester considers to be notable for enterprise clients in our corresponding report: [The Market And Competitive Intelligence Platforms Landscape, Q3 2024](#).

Supplemental Material

The Forrester Wave Methodology

A Forrester Wave is a guide for buyers considering their purchasing options in a technology marketplace. To offer an equitable process for all participants, Forrester follows [The Forrester Wave™ Methodology](#) to evaluate participating vendors.

In our review, we conduct primary research to develop a list of vendors to consider for the evaluation. From that initial pool of vendors, we narrow our final list based on the inclusion criteria. We then gather details of product and strategy through a detailed questionnaire, demos and briefings, and reference customer interviews. We use those inputs, along with the analyst's experience and expertise in the marketplace, to score vendors, using a relative rating system that compares each vendor against the others in the evaluation.

We include the publishing date (quarter and year) clearly in the title of each Forrester Wave report. We evaluated the vendors participating in this Forrester Wave using materials they provided to us by September 25, 2024, and did not allow additional information after that point. We encourage readers to evaluate how the market and vendor offerings change over time.

In accordance with [our vendor review policy](#), Forrester asks vendors to review our findings prior to publishing to check for accuracy. We score vendors that met our defined inclusion criteria but declined to participate in or contributed only partially to the evaluation in accordance with [our vendor participation policy](#) and publish their positioning along with those of the participating vendors.

C5i declined to participate in the full Forrester Wave evaluation process. For vendors that are not full participants, Forrester uses primary and secondary research in its analysis. For example, we might use public information, data gathered via briefings, and independently sourced customer interviews to score the vendor. We may ask the vendor for an abbreviated briefing and/or to provide reference customers. We may also rely on estimates to score vendors.

Integrity Policy

We conduct all our research, including Forrester Wave evaluations, in accordance with the [integrity policy](#) posted on our website.



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