

# CI Radar's Growth Covered by TV Interview on 11Alive's Atlanta Tech Edge

*Competitive Intelligence service has doubled in size due to smart technology and human curation*

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/EINPresswire.com/ -- CI Radar's ("Competitive Intelligence Radar") founder and CEO, Mark Van Laeke, recently discussed the company's success as a guest on the Atlanta Tech Edge TV show. This weekly news show airs on 11Alive (Atlanta's NBC Affiliate) and focuses on companies that are examples of the latest technological advancements by giving viewers a behind the scenes look at the people that make innovation happen. It is hosted by Wes Moss, the Chief Investment Strategist at Capital Investment Advisors and previous contestant on the second season of NBC's The Apprentice.



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*Mark Van Laeke*

CI Radar's coverage by Atlanta Tech Edge is just one indication of the recent growth of the company. Over the past 18 months, CI Radar has not only doubled the number of its users worldwide, but also doubled the size of the analyst team that serve these users each day and make CI Radar unique from its competitors. CI Radar has also scaled their sophisticated technology platform and now collects, filters, and processes millions of intelligence entries each week for our clients.

“In addition to our smart technology, our growth is really being driven by the huge benefits that human curation is providing to our clients. Our team of analysts are able to deliver much deeper insights without the noise and irrelevant content of a media monitoring service,” said Mark Van Laeke.

CI Radar's cloud-based service utilizes state-of-the-art technology and a professional analyst team to deliver daily competitive analysis and market intelligence briefings via a customizable dashboard and through email notifications. CI Radar's goal is to provide each user a tailored Intelligence briefing that delivers the right intelligence to the right person at the right time. This

is similar to what the President of the United States gets each morning. He receives a briefing packet customized to include just the specific intelligence he needs to review, no more and no less. CI Radar does this by providing comprehensive market insights to clients, enabling them to reduce their business risk, make better strategic decisions, drive revenue, and outperform their competitors in the marketplace.

CI Radar's competitor and market intelligence service is customized for each department within a company and delivers specific benefits geared toward each of their needs. For example, CI Radar delivers RFPs, prospect lists, competitor pricing, and competitor product weaknesses to aid the sales team in winning more deals. For the executive team, CI Radar delivers acquisition rumors, new partner opportunities, and industry trends to help executives spot market shifts and seize new revenue. For the product team the solution uncovers competitor R&D plans, customer requirements, and product reviews to help the team build better products. CI Radar benefits the marketing team by delivering briefings on competitor tactics, vulnerabilities in current marketing campaigns, and ideas for new lead sources to optimize marketing budgets.

"No other subscription service that we know of can provide different customized daily intelligence briefings for each stakeholder in a company," said Mark Van Laeke.

To view the interview, please visit [www.ciradar.us/interview](http://www.ciradar.us/interview)

## About Atlanta TechEdge

With Atlanta quickly becoming the Silicon Valley of the South, it's fitting that this burgeoning industry have its own locally produced television program. Atlanta Tech Edge, hosted by Wes Moss, airs Sundays at 11:30am.

## About CI Radar

CI Radar, LLC provides award-winning [competitive intelligence software](#) and services that help generate opportunities for our clients. Opportunities include identifying sales leads, uncovering competitor plans, discovering new markets, optimizing marketing campaigns, building better products and gaining insights to make critical strategic decisions.

To learn more about CI Radar's services, please visit us at [www.ciradar.com](http://www.ciradar.com)

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