



CI Radar Announces New Competitive Intelligence Coverage of Application Performance Monitoring Space

Expanded coverage, market analysis, and daily monitoring available on key vendors

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/EINPresswire.com/ -- Competitive Intelligence firm, “CI Radar”, has just released new tracking and monitoring tools which cover the key vendors in the application performance monitoring (“APM”) sector.

Gartner Research defines a fully-functional APM solution as one covering end-user experience monitoring (EUM), user-defined transaction profiling, runtime application architecture discovery modeling and display, component deep-dive monitoring in application context, and analytics.

CI Radar’s dashboard coverage of the APM market will provide visibility into these product areas along with analysis that helps vendors optimize their go-to market strategy and make better strategic and tactical decisions.

CI Radar’s coverage of the application performance monitoring market includes the following companies, among others:

A10 Networks, APCON, AppDynamics, AppNeta, Array Networks, Aryaka Networks, Barracuda Networks, Blue Coat, BMC Software, Brocade Communications, CA Technologies, Circadence, Cisco, Citrix Systems, Inc, Compuware Corporation, CorrelSense, Dell, Exinda, Extrahop Networks, F5 Networks, FatPipe, Fluke Networks, Fortinet, Gigamon, Hewlett-Packard (HP), Idera, International Business Machines (IBM), Ipanema Technologies, Ixia, KEMP, ManageEngine, Microsoft, Naste, NetScout Systems, Inc., New Relic, Radware Ltd., Riverbed Technology, Sangfor, Silver Peak Systems, SmartBear Software, Solarwinds, Splunk, Virtela, VMware, VSS Monitoring

For a free trial access, sign up at <http://ciradar.us/APM1>

Clients subscribing to a CI Radar Dashboard may also add additional competitors and market segments important to them. This allows for precise filtering and analysis on specific business requirements and provides for ever-changing competitive landscapes.

CI Radar’s competitive intelligence services may also be tuned and configured for industry relevancy terms, alert types, key intelligence topics and market keywords. This separates the CI Radar solution from generic services and accelerates the return-on-investment on subscription plans.

Our coverage can reveal significant, sensitive competitive intelligence information, including:



CI Radar: We brief you on the intelligence that matters every day

- R&D plans and roadmaps
- Potential competitive threats
- Head-to-head market exposure
- Pricing changes
- Internal vulnerabilities
- Industry sales leads
- Conference and event monitoring
- Competitor customer identification
- Digital campaign budget views
- RFP responses
- Competitive sales team metrics
- Social media intelligence
- Partner and reseller analysis
- Sales presentations
- Product release tracking
- Patent tracking
- Lawsuit tracking
- Financial Snapshots
- Key employee recruitment
- Marketing collateral analysis
- Trademark misuse reports

Reasons to Subscribe

- Optimize your Sales and Marketing spend by understanding competitor tactics and what's working for them
- Gain far deeper insights over using generic tools like Google News alerts, clipping services or other vendors
- Save hundreds of man-hours and frustration scouring the web for the information you need
- Make better decisions armed with the latest intelligence on your competitors and market

About CI Radar

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

CI Radar's competitive intelligence service includes custom client dashboards, daily intelligence alerts, outsourced virtual analyst team, and a host of market research project capabilities.

Based in Atlanta, Georgia, CI Radar can be found at <http://www.ciradar.com>.

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