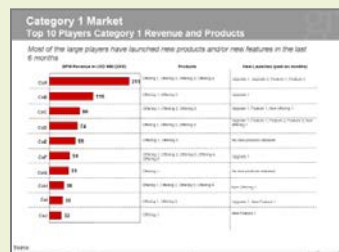
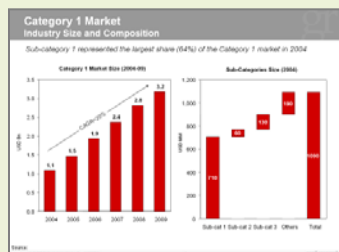


# Market Overview and Competitive Landscape

- ➔ **Client Objective:** Conduct a comprehensive market and competitive/substitute analysis in a dynamic, fragmented market to help inform business and product planning decisions
- ➔ **Grail Research Approach:** Provided an overview of the competitive landscape and key trends in the market including the profiling of 60+ competitive products and emerging, less direct, and substitute offerings



*Gathered information and provided a readout of the market landscape and key trends*

*Developed detailed profiles for 60+ competitors across a broad range of solution types and functional areas*

*Summarized trends with emerging competition/substitutes and profiled relevant organizations*

*Consolidated findings, addressed open issues and fielded follow-up inquiries*

1 week

1 week

1 week

1 week