

## What we do #2 – Business Intelligence

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In Business, nothing beats having the right information at your fingertips.

Our Intelligence Service is a rapid research facility helping software businesses understand their market, their customers and their competitors in more detail.



Whether you want to know what the main market applications are for your particular technology, who your customers could be or even what you should be charging for your services – the service can give you answers in as little as 48 hours.

One company to have benefited from the Intelligence Service is [Plan My Food](#), the first online diet programme not aimed at people trying to lose weight but at people with long-standing health conditions and dietary requirements.

Sunderland Software City's Intelligence Service provided the company with business intelligence

which proved crucial to the development of the product.

"My initial strategy was to develop a prototype first and then take it to market" said Plan My Food founder Paul Dayan (pictured above, left)

"Sunderland Software City's Intelligence Service gave me market information which significantly changed my strategy for Plan My Food for the better.

"It taught me the importance of doing the market research first and then developing the product in line with the results, rather than the other way around."

Another company to have benefited from the Intelligence Service is [1DayLater](#), who develop online time management software helping companies keep track of their outgoings.

"There's really no substitute to knowing who your customers and competitors are and what opportunities and threats are out there," says founder Paul King.

"In the early days of 1Daylater the Intelligence Service was useful for exploring the viability of software we had developed to automate timesheets and track expenses within large companies.

"They've given us a great overall picture of the business landscape, allowing us to make well informed management decisions during our software development, and we have already recommended them to businesses we're close to."

**To discuss how Sunderland Software City's Intelligence Service can help you give us a call on 0845 872 8575 or email [info@sunderlandsoftwarecity.com](mailto:info@sunderlandsoftwarecity.com)**