

# VIP Report

## Product Review of Intelligence Plaza

In-depth, independent review of the products,  
plus links to related resources

*"The target customers of Intelligence Plaza are primarily decision-makers, top management, strategic planning, business development, sales and marketing, research and development and market intelligence professionals."*

September 2011



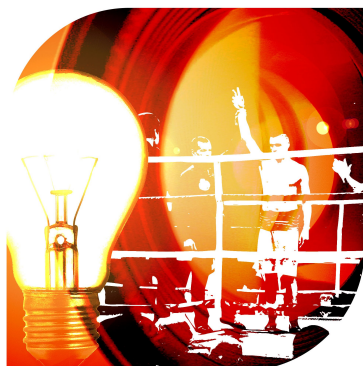
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VIP Volume: Reports on Products

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# About this Report

## VIP Report

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Scott Brown

[View Author Biography](#)

*"...optimised to help their customers make the most of their intelligence cycle."*

## Introducing Intelligence Plaza from Global Intelligence Alliance

The Intelligence Plaza software product from Global Intelligence Alliance (GIA) advertises itself as "web-based market and competitive intelligence software that automates routines and organises your data in one storage repository while enabling information sharing and delivery to end users". While this captures the content management piece of Intelligence Plaza, it doesn't do justice to the strong customer service component that GIA offers to its clients.

The target customers of Intelligence Plaza are primarily decision-makers, top management, strategic planning, business development, sales and marketing, research and development and market intelligence professionals. The focus is not specifically geared toward librarians and information professionals.

The strengths of Intelligence Plaza include the ability to set up a multitude of feeds from internal and external sources, flexible tagging abilities, a variety of delivery options and mobile access. Intelligence Plaza also has very strong integration with Microsoft SharePoint, making it a strong candidate for organisations already using SharePoint. Additionally, the team at Intelligence Plaza seems to be dedicated to making sure their product is optimised to help their customers make the most of their intelligence cycle.

## Intelligence Plaza: VIP's View

- ✓ *While Intelligence Plaza customers span all types of organisations and internal IT structures, Intelligence Plaza is very well integrated with Microsoft SharePoint, which may be highly beneficial for organisations already using SharePoint. Not only does it interface with SharePoint, it also has the ability to integrate a "lightweight" Intelligence Plaza interface into SharePoint.*
- ✓ *Each Intelligence Plaza installation is highly customised to the customer's operating and business environment.*
- ✓ *Users/administrators can easily add new information feeds into Intelligence Plaza.*
- ✓ *Administrators can change elements of the dashboard, as well as key topics, without requesting assistance from the vendor.*
- ✓ *Easy to use and robust graphing and numerical capabilities. It's extremely easy to create comparative charts for companies and for markets, and to add those charts to any dashboard. This process literally takes only a few minutes to do.*
- ✓ *Widget-based dashboards. Not only can users create multiple dashboards, but they can also easily add graphs and other information to the dashboard with drag-and-drop ease.*
- ✓ *Relatively simple and intuitive administrative dashboard and functionality. The overall interface and dashboards are simple and interactive.*
- ✓ *Service perspective. Although I did not speak directly with any Intelligence Plaza customers, I get a strong impression that Intelligence Plaza works closely with their customers to make sure they get the most out of Intelligence Plaza as an integral part of the customer's intelligence process. The level of support seems quite high.*
- ✗/✓ *The bad news is, Intelligence Plaza does not automatically come with a defined set of information feeds and resources. (Other competitive intelligence software packages often do come with defined sets of resources.) However, Global Intelligence Alliance does offer, through its services arm, consulting services that can provide customers with resources and consulting around what resources would be best for the customer.*
- ✓/✗ *The mobile interface of Intelligence Plaza is clean-looking and intuitive. The next step? Create an app that provides the same clean look and additional functionality.*
- ✗ *While Intelligence Plaza provides some standard, built-in competitive intelligence templates (such as SWOT analysis templates), the Intelligence Plaza software does not provide any kind of automated template or "wizard" to walk the user through creating a full SWOT analysis, for example.*
- ✗ *Somewhat underdeveloped look and feel. In viewing the demo and actually using a demonstration version of Intelligence Plaza, I had an eerie sense of working with a product from the late 1990s. While I appreciate the simplicity of the interface and the functionality outlined above, something about Intelligence Plaza seems as if it isn't quite up to current standards.*

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