



## *Press Release*

### **Selecting the Right Competitive Intelligence Software:**

#### **Never Before has *Caveat Emptor* Been so Applicable to CI Professionals**

Toronto, Canada (December 2, 2004) – G2intel ([www.g2intel.com](http://www.g2intel.com)) represents the new Competitive Intelligence (CI) for business, through its offering of a complete portfolio of intelligence support to organizations that are serious about their competitive posture. Through its intelligence software expertise, the company assists its customers in negotiating the pitfalls and false promises of internal IT departments and the myriad of software vendors.

Corporate CI functions are littered with CI systems initiatives that never got started or just faded away from lack of use. When managing company business plans and initiatives, it's simply unsafe to try to rely on applications that have emerged from hobby developers. "It's sort of like buying a house with lots of additions and lean-to's attached to a weak main structure; you know you're going to have problems" says Richard MacRae, President of G2intel. He goes on to caution that: "Large and mid market companies that chose to accept non-standard or 'home-made' software coded by consultants are inviting failure."

A CI software solutions must be capable of adapting to changes in corporate structure, integrating seamlessly into existing enterprise systems and above all must be secure, dependable and the developers still in business five to ten years hence.

Trying to operate a credible CI function without a CI system is challenging in the extreme, but trying to adapt a CI specialty application from a questionable source to meet enterprise-wide intelligence objectives is irresponsible. G2intel's intelligence software expertise can be instrumental in guaranteeing a successful CI software implementation project.

#### About G2intel:

We strive to deny the competition the element of surprise through application of professional and ethical intelligence practices. As the guardian of our clients' competitive posture, we facilitate interactive strategic, marketing and sales plan validation and refinement through our proprietary wargaming process. Our intelligence capabilities augment existing corporate processes periodically or manage intelligence needs in their entirety. G2intel also protects its clients through advice and implementation of counter-intelligence safeguards. Finally, our expertise in intelligence systems supports a customized intelligence software solution that is consistent with company standards.

CONTACT: For more information go to [www.g2intel.com](http://www.g2intel.com) and connect through the contact us page or call +1 416 821 8289.