03 BUYER INTELLIGENCE

Prism Professional

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WHO IT IS FOR

Technology buyers, strategy teams, procurement and analysts.

THE QUESTION

A professional buyer returns to the market as products and terms change. This subscription is the annual intelligence offer for that continuing research need, with exact access and use rights documented before activation.

WHAT YOU CAN WORK WITH

01

An agreed professional research-access scope.

02

Source dates and the distinction between changes and interpretations.

03

Explicit user, export and permitted-use terms.

FROM STARTING POINT TO NEXT DECISION

1 Frame

Frame the decision and the alternatives you need to compare.

→

2 Compare

Inspect dated sources and separate unknowns from observations.

→

3 Agree

Agree users, exports, permitted use and the refresh schedule.

SCOPE AND NEXT STEP

Agree scope, users, permitted use and start date in the order.

Read the full dossier with scope, steps and terms