



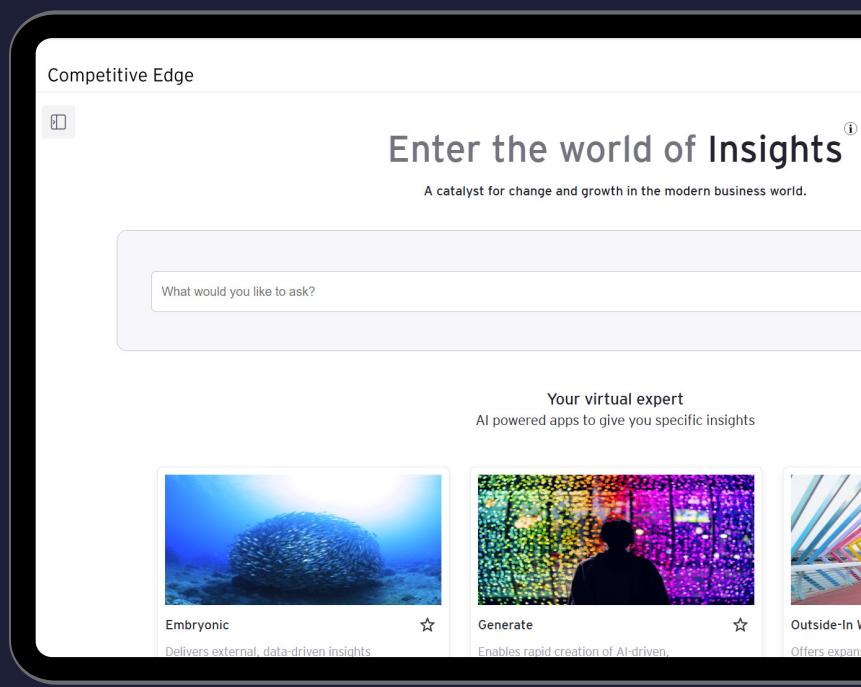
How can you
navigate through
a sea of data to
create targeted
insights?

Introducing Competitive Edge

Competitive Edge draws upon the latest artificial intelligence (AI) capabilities, along with decades of EY experience, to automate data analysis and help deliver relevant insights at pace. By bringing together both web and external market data, the platform can provide a 360-degree view of opportunities, risks and resilience considerations to put at the heart of your strategic planning.

What does Competitive Edge do?

- Filter and prioritize potential investment targets in order to transform your business.
- Analyze your peer companies' transactions and partnerships by mapping the investment flow and strategies of direct competitors.
- Map global ecosystems and emerging business models across industries, highlighting flow of funds and hotspots of disruption.
- Visualize data that identifies challenges specific to your sector and region. This includes scaling vs. scoping detailed deal trends and value chain analysis of partnerships, alliances and competitors.



Competitive Edge

Enter the world of Insights ^①

A catalyst for change and growth in the modern business world.

What would you like to ask?

Your virtual expert

AI powered apps to give you specific insights

Embryonic 
Delivers external, data-driven insights

Generate 
Enables rapid creation of AI-driven

Outside-In 
Offers expand



The better the question. The better the answer.
The better the world works.

What are the benefits to you?

- Real-time, actionable intelligence relevant to your business
- Enhanced data analysis by merging trusted sources with advanced analytics
- Accelerated informed decision-making for your strategic planning
- Market-specific insights that strategically support your businesses growth and innovation
- Customized benchmarks that can help enable and shape direction relevant to you



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Competitive Edge turns complexity into clarity and opportunity, driving decisions for strategic success.

Tony Qui

EY-Parthenon, Global Chief Information Officer and CTO – Strategy and Transactions

Competitive Edge team



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EY teams work across a full spectrum of services in assurance, consulting, tax, strategy and transactions. Fueled by sector insights, a globally connected, multidisciplinary network and diverse ecosystem partners, EY teams can provide services in more than 150 countries and territories.

All in to shape the future with confidence.

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Our unique combination of transformative strategy, transactions and corporate finance delivers real-world value – solutions that work in practice, not just on paper. Benefiting from EY's full spectrum of services, we've reimagined strategic consulting to work in a world of increasing complexity. With deep functional and sector expertise, paired with innovative AI-powered technology and an investor mindset, we partner with CEOs, boards, private equity and governments every step of the way – enabling you to shape your future with confidence.

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