

Best-in-Class Intelligence Services and Software Unite, as Proactive Worldwide and Comintelli Join to Create an Unparalleled Decision Support Platform

Chicago, IL – February 18, 2016 —Global intelligence software leader Comintelli has established an alliance with professional services firm Proactive Worldwide to further advance their intelligence software platform, Intelligence2day®, in North America. Based in Chicago, Proactive Worldwide provides Fortune 500 clients with competitive benchmarks and analyses to inform strategic and operational decisions.

The Comintelli-Proactive partnership combines each firm’s unique strengths to provide holistic insights from external and internal sources to leverage comparative and data analytics with ongoing service and support. The results will dramatically improve clients’ market and customer insights and ability to make decisions that advance their competitive positions.

Complementing Proactive’s Out in Front® competitive intelligence expertise with Comintelli’s technology platform combines external, primary source insight with internal, aggregated, auto-classified public information to create an unparalleled decision support platform. Comintelli’s CEO Jesper Martell said, “We are excited about this partnership, as it will give Intelligence2day customers in the US and Canada improved services that will jumpstart their path to building world class CI systems.”

Getting the most value from your business / market / competitive intelligence (BI/MI/CI) is all about ensuring a broad, deep understanding of the business plans that drive decisions. Proactive’s CEO Gary Maag emphasized, “The days of designing intelligence strategies based on mass market surveys and impractical best practices are long since over. Comintelli and Proactive can help close those gaps with a fully integrated BI/MI/CI capability that enables decisions and creates real value.”

About Comintelli

Comintelli, a leading provider of information access software, offers solutions for knowledge management and competitive intelligence. Comintelli’s mission is to make customers confident in business by enabling filtered access to structured information. Founded in 1999 and with extensive industry experience, Comintelli meets customers’ needs by developing flexible solutions that save time and money. Visit www.comintelli.com, www.intelligence2day.com.

About Proactive Worldwide

Proactive specializes in custom insights and decision support consulting for Fortune 500 clients. Proactive obtains primary research-based market, customer and competitive insights to baseline future scenarios and identify strategic and tactical actions that help clients stay Out in Front® of their competition. Proactive’s multi-lingual staff has been providing analytical insight across the life sciences/healthcare, financial services, technology, telecommunications and consumer/industrial goods industries for 20 years. Contact 847-483-9300 or visit www.proactiveworldwide.com.