



A NEW ONLINE BUSINESS INFORMATION PLATFORM INTERACTIVE, TAILOR MADE



PROMETEIA MIO: **8 DIGITAL PLATFORMS TO**

CUSTOMIZE THE CONTENT WITH ONE CLICK

It is possible to request a tailor-made platform with flexible pricing according to the content's level of detail

BENEFIT FROM DATA AND ANALYSES WITH HIGH AND INCREASING ADDED VALUE

Flexible analyses provide immediate results and facilitate the data mining of relevant information for your business

INTERACT IN REAL TIME WITH PROMETEIA'S INSIGHTS AND FORECASTS

The analyses, available in web based and mobile mode, can be selected and downloaded according to specific needs

PROMETEIA MIO: FEATURES

#INTELLIGENCE

Each business tool is structured as a dynamic exploration space, organized to present an overall perspective

#INTEGRATION

The platform integrates different analyses dimensions.

Each tool merges the information with the sectorial, territorial and market key, according to customer needs



BROWSE CONTENT BY
INDUSTRY, GEOGRAPHY OR
ANALYSIS TOOL

VISUALIZE INFORMATION
ON DYNAMIC CHARTS,
GRAPHS OR CUSTOM MAPS

CUSTOMIZE THE VISUALIZATION
THROUGH THE CONSTRUCTION
OF A DASHBOARD



#INTERACTIVITY

Analyses are available to customers in real time, web based and mobile mode

#INTERRELATION

Possibility to armonize the client's data with Prometeia's aggregated forecasts, predefined and personalised, to provide a tailor-made service

DISCOVER PROMETEIA MIO



MARKET

Analyse your industry's economic outlook

Know the trend of your sector in all Italian territories and find the foreign markets with the highest demand for your products. Identify value-added segments and diversify your business



MARKET B2B

Analyse your current and potential partners on the territory

Identify and compare clusters of potential partners for each sector and territory. Evaluate their attractiveness based on their positioning on foreign markets by sector and territory, and prospective economic and financial performance



MARKET B2C

Explore consumer perspectives for different Italian territories

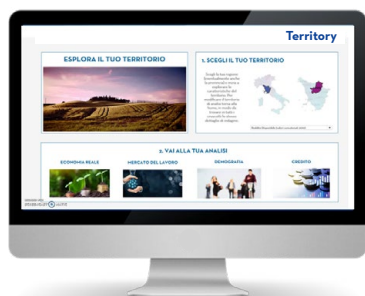
Identify the attractiveness of a territory based on economic and labour market trends, the characteristics of the distribution system, the demographic composition, and the structure of consumption and income of households



FOREIGN MARKETS

Set your strategy on the international markets

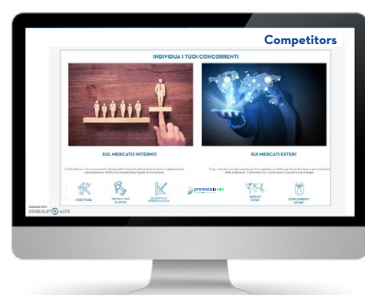
Find the fastest growing markets for your industry, by price range and trend preferences. Evaluate the prospects by country in relation to the type of foreign investment. Compare the attractiveness of your target markets based on forecasts of fundamental economic indicators, accessibility, trade barriers and relevant socio-economic factors



REGIONS

Explore all dimensions of Italian territories

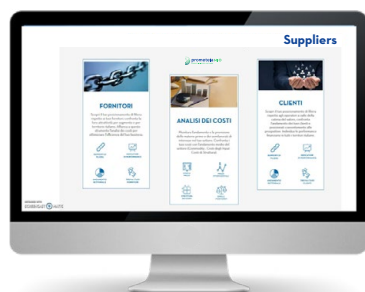
From economic and credit to demographic aspects, identify high growth areas, learn about investments, the labour market and human capital, discover their propensity to export and areas of specialization



COMPETITORS

Analyse and compare your competitors along the territory

Identify your competitors by industry or select them specifically, comparing their economic and financial performance, competitiveness and degree of innovation. On foreign markets, identify the best growth prospects for your sector, compare them with competitors and set your strategy



CLIENTS AND SUPPLIERS

Discover your supply chain positioning with respect to customers and suppliers

Compare the attractiveness of operators on the value chain by segment and by Italian territory. Monitor the trend and forecast of the prices of raw materials and semi-finished products of interest, comparing them with the average trend of the sector, and increase the efficiency of your business



Companies not yet customers of Aida are given access to a trial version of the database

ENTERPRISE BENCHMARKING

Enhance the differentiation of your firm for business evaluation, appraisal and business planning

Thanks to the Aida-Bureau van Dijk database and to Prometeia's individual balance sheet forecasts, compare a company's performance with that of its main business sectors and competitors



Prometeia is a consulting, software and economic research company, with over 800 professionals worldwide. Founded in 1974 by a group of young university professors from Bologna as an Association for Economic Forecasts, in 1981 it developed to offer analysis services to companies and financial intermediaries. Since the 1990s, Prometeia's activities have been increasingly focused on the integration of research, analysis, consultancy and software system development. A unique offer that has made Prometeia a leader in Italy in solutions for Risk and Wealth Management and in Financial Advisory for institutional investments, as well as one of the leading Business Consulting companies. The Prometeia model is made exclusive by proprietary economic research. Prometeia collaborates with its clients, banks, insurance companies, institutional investors, companies and public bodies, to help them achieve the best performance. In addition to operating from the Italian offices in Bologna, Milan and Rome, it is also present in Moscow, Istanbul, London and Cairo and operates in Eastern Europe, the Middle East and Africa.

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