



INDEPENDENT COMMERCIAL INTELLIGENCE

See what your market is really doing

We use secret shopper programmes, competitor engagement, interviews and direct market validation to show how organisations sell, price and compete.

DIGITAL INFRASTRUCTURE • TELECOMS • COMPLEX B2B TECHNOLOGY



Internal reporting shows what your business records. Not what the market experiences.

Critical decisions are often made with incomplete external evidence about how teams sell, competitors respond, buyers experience the journey and prices vary across markets.

- 01 Are opportunities being lost before they reach the pipeline?
- 02 Are competitors easier to buy from, and why?
- 03 Are market-entry assumptions grounded in current evidence?

The evidence
you do not
see
is often what
changes the
decision.

We answer four commercial questions

Every engagement starts with a decision. We then use the evidence method that best tests it.

01 **How do we and our competitors sell?**

COMPETITIVE SALES INTELLIGENCE

02 **Where do pricing and value break down?**

PRICING AND VALUE VALIDATION

03 **Where does the buyer journey create friction?**

CUSTOMER JOURNEY VALIDATION

04 **Should we enter, expand or invest?**

MARKET ENTRY AND ADVISORY

Secret shopper intelligence shows what actually happens

Using credible buyer organisations and realistic commercial requirements, we engage your teams and selected competitors through normal sales channels. Every interaction is captured and assessed as the journey unfolds.

80–95%

**TYPICAL RESPONSE AND
FULL-JOURNEY EVIDENCE CAPTURE**

Enough complete journeys to
identify patterns and track change.

1 Establish

Credible buyer organisations and realistic commercial requirements

2 Engage and capture

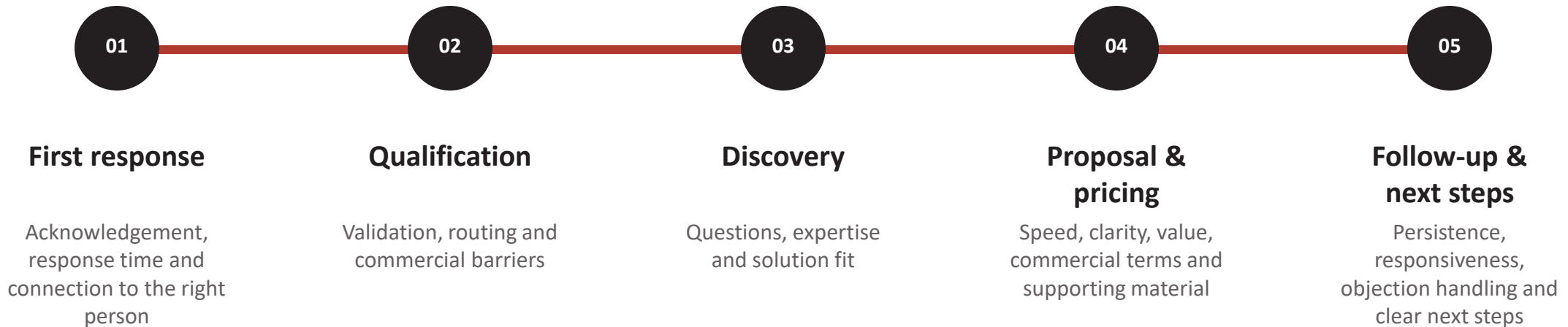
Normal sales interactions, proposals, pricing and follow-up

3 Compare

Like-for-like evidence across teams, competitors and markets

Evidence across the complete commercial journey

The same scoring framework creates a comparable view across teams, competitors, markets and repeat waves.



Primary commercial evidence, not synthetic data or desk-based assumptions.

Better evidence improves sales performance

Reveal where revenue is being lost and focus action on what will improve performance.

FROM

Unseen weakness in the sales journey

TO

Faster response, stronger conversion and protected margin

- | | |
|------------------------------------|---|
| ■ Reduce lost opportunities | Find slow responses and weak follow-up that lose credible buyers. |
| ■ Improve conversion | Identify sales behaviours that help buyers progress. |
| ■ Protect margin | Expose unnecessary discounting and weak value explanations. |
| ■ Focus improvement | Target the teams and markets where change creates most value. |

Evidence matters when it changes a decision

Attanz does not stop at data collection. We translate the evidence into clear commercial priorities.

FROM

What happened?

TO

**Why does it matter, and
what should we do next?**

■ Complete evidence	Interactions, responses, proposals, pricing and follow-up.
■ Comparable benchmarks	Consistent scorecards across teams, markets and competitors.
■ Executive interpretation	Strengths, gaps and the commercial implications behind them.
■ Prioritised action	Practical recommendations with optional repeat-wave tracking.

500+ enquiries turned hidden variation into trackable action

Leading international data centre operator
Client confidential

Attanz tested how the client's teams and major competitors handled comparable commercial opportunities across 46 international markets.

500+

LIVE COMMERCIAL ENQUIRIES

46

INTERNATIONAL MARKETS

REPEAT

WAVES TO TRACK CHANGE

The programme exposed material differences in response, qualification, proposition, pricing and follow-up. Later waves measured improvements following our recommendations and tracked changes in competitor behaviour.



Beyond sales benchmarking, we test markets before clients commit

Six examples of how Attanz has supported complex commercial and investment decisions.

01 5G deployment strategy

Market readiness, regulation and IoT partnership options for a research-led Middle Eastern institution.

02 Market entry across Africa and Europe

Opportunity, competition, pricing and commercial viability for a Tier-1 provider.

03 International wholesale market sizing

EMEA and North American opportunities sized to support acquisition decisions.

04 Commercial due diligence

Business-plan assumptions, demand and commercial risk tested for mobile operator acquisitions.

05 B2B growth opportunity

Enterprise demand, positioning and routes to market assessed across multiple regions.

06 Telecom-sector economic impact

Contribution to Nigeria's GDP, employment and taxation quantified for policy and investment evidence.



Independent evidence. Clear commercial decisions.

- Real primary evidence through credible buyer organisations and direct market engagement
- 80–95% typical engagement provides comparable, decision-grade data
- Specialist knowledge of telecoms, data centres and digital infrastructure
- Commercial interpretation and practical recommendations, not a report left on the shelf

BOOK A CONFIDENTIAL DISCUSSION

**Tell us what you need to
understand.**

Which markets, competitors or commercial decisions are creating uncertainty? We will recommend a focused first project.

JESS GUY

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