



Up-to-the-minute Mobile Access to Competitive Intelligence from Current Analysis

Sterling, VA, USA, May 7, 2012 – Current Analysis, the market leader in real-time, tactical competitive intelligence for the telecommunications and information technology markets, announced today the launch of mCOMPETE™, their cross-platform web app for their flagship competitive intelligence service, CurrentCOMPETE™. mCOMPETE™ provides a convenient way for subscribers to instantly obtain critical information and analysis on companies, products and real-time industry events via their smartphone and tablet devices.

“Receiving our tactical competitive intelligence content when and where you want it is essential in today’s dynamic marketplace. Sales, marketing and product teams need quick and easy access to information that will enable them to differentiate their companies and offers in the marketplace,” commented Tim Dowd, CEO of Current Analysis. Dowd continued, “mCOMPETE is an essential resource to help our clients compete effectively and win more business.”

From an icon on their device home screen, mCOMPETE™ quickly allows users to access personalized daily alerts on key events going on within the industry, deep-dive company and product competitive assessments, topical analysis and new reports recently released. mCOMPETE™ works on the latest Apple, Android and Blackberry operating systems. The Current Analysis web app offers convenient search capabilities, report navigation, the ability to PDF reports and, on tablets, the capability to do company and/or product side-by-side comparisons.

“Our goal was to create a personalized, user-friendly mobile experience for the user with “lightweight” views to their CurrentCOMPETE content that provides the information they need, when they need it through an interface designed for optimum performance,” stated Bob Norberg, VP, Product Development and IT at Current Analysis. “We took the cross-platform web approach in order to service as many users as possible that are utilizing a broad set of operating systems and current devices.”

For more information on mCOMPETE™, please visit to <http://www.currentanalysis.com/mcompete>. For more information on CurrentCOMPETE™, please visit <http://www.currentanalysis.com/how/online-intelligence.asp>.

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About Current Analysis

Current Analysis (<http://www.currentanalysis.com>) has been helping leading telecommunications, information technology and business software companies improve their competitive intelligence, differentiate themselves in the market, and win more business.. Current Analysis is the only provider of real-time, in-depth tactical competitive intelligence, analysis, and advice. For more than 15 years, sales teams, product managers, marketing professionals, and executives have relied on Current Analysis as a trusted partner to improve their ability to anticipate and quickly take action on market opportunities and competitive threats. The company serves more than 35,000 professionals at over 200 global enterprises.