DIX & EATON + standing partnership

The Intelligence Suite

Faster Insight. Smarter Decisions.

Your teams already have plenty of data. The challenge is seeing what matters early enough to act. Signals emerge across regulations, competitors, science, the supply chain and media, but they're scattered across platforms and teams. With AI-enabled data aggregation, we bring them together, validate what matters, and help leaders make confident decisions before risks escalate or opportunities disappear.

- **Turns weeks of research and analysis into hours, so decisions move at the speed of your market.**
- **Runs alongside the tools and systems you already use, with nothing new to buy, install, or learn.**
- **Augments your team's judgment so you can validate and decide faster.**
- **Delivered as an advisory-led, one-time or ongoing capability.**

RISK & ISSUE INTELLIGENCE

Horizon Scanning

Material risks rarely appear overnight. They build across regulations, science, law, politics, media, and the supply chain. Siloed functions see only part of the picture. We connect the dots before the issue becomes a business problem.

RESULT:

Material risks rarely appear overnight. They build across regulations, science, law, politics, media, and the supply chain. Siloed functions see only part of the picture. We connect the dots before the issue becomes a business problem.

EXAMPLE:

A multi-year scanning program identified more than 170 emerging issues for a highly regulated B2B company and helped resolve roughly 75% before they escalated, avoiding millions of dollars in potential costs.

See the Horizon Scanning Deep Dive for scan types, methodology, and proof points.

COMPETITIVE & MARKET INTELLIGENCE

Competitive Intelligence

Knowing who your competitors are isn't enough. You also need to understand where they're vulnerable, where they're investing, and where new opportunities are opening.

RESULT:

A precise, evidence-backed picture of a competitor's vulnerabilities, including customers to target, talent to recruit, and claims to challenge, turning into a real plan in weeks.

EXAMPLE:

A deep-dive on one manufacturer's leading competitor uncovered a leadership transition, expansion plans, and sustainability claims that didn't hold up, turning directly into a recruiting and account-capture plan.

Ecosystem / Partner Intelligence

Not every partner creates equal value. We identify which relationships are positioned to grow, where engagement is declining and where investment will have the greatest return.

RESULT:

A prioritized, data-backed view of your partner network, so investment goes toward the partners most likely to deliver, and away from the ones quietly underperforming.

EXAMPLE:

A technology company used the analysis to identify which partners were ready to grow, which were stagnating, and where new channel investments would generate the greatest return.

LAYERS ON TOP OF ANY OFFERING ABOVE

How it works: start with a focused pilot on one area, see the value directly, then scale into an ongoing capability, priced as a standing service rather than a one-off report.

Stakeholder Simulation

Decisions and public messaging often get finalized without testing how the people who matter will react, whether that's regulators and community critics on a risk issue, or investors, shareholders, and customers responding to a new offering or market shift.

RESULT:

Messaging and decisions pressure-tested against realistic reactions before they go out the door resulting in fewer surprises and less costly rework.

EXAMPLE:

Modeling how a previously unengaged community stakeholder group would react shaped a proactive outreach plan; the same approach modeled investor and customer reaction ahead of a major product launch.

Scenario Planning

Strategy is often built around a single expected future, but markets and risks branch: a new entrant arrives, a regulation shifts, a key partner walks away, a competitor moves first.

RESULT:

A stress-tested view of plausible futures, with contingency plans for each, so one surprise does not derail the entire strategy.

EXAMPLE:

Mapping how a regulatory issue could unfold differently across states and countries gave leadership a prepared response for each scenario

CONTACT: Mihaela Grad · mgrad@standingpartnership.com · 314.348.3399

DIX & EATON + standing partnership