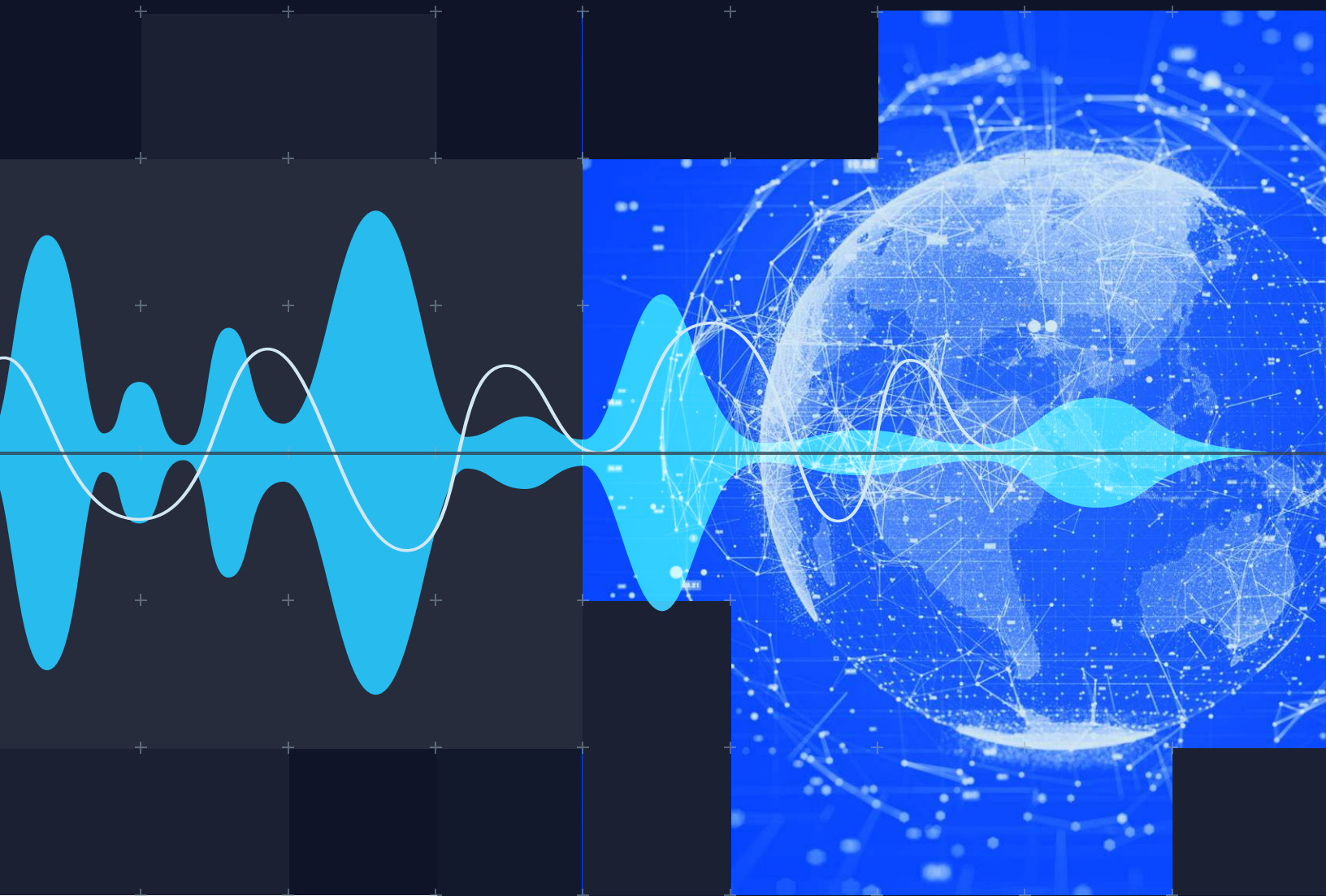


The Ultimate Buyer's Guide for Expert Insights



AlphaSense

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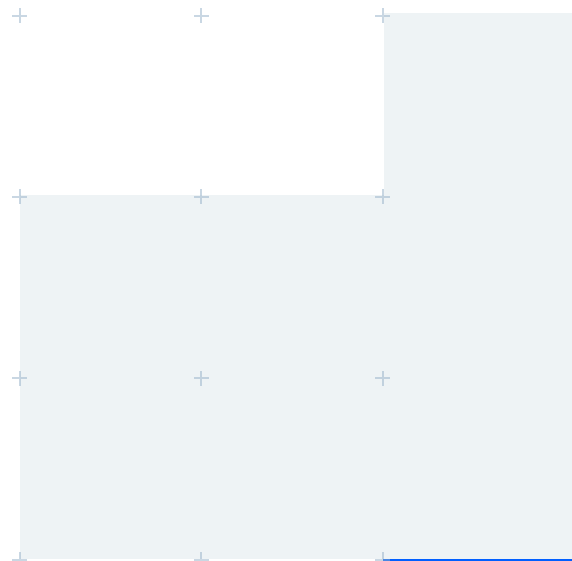
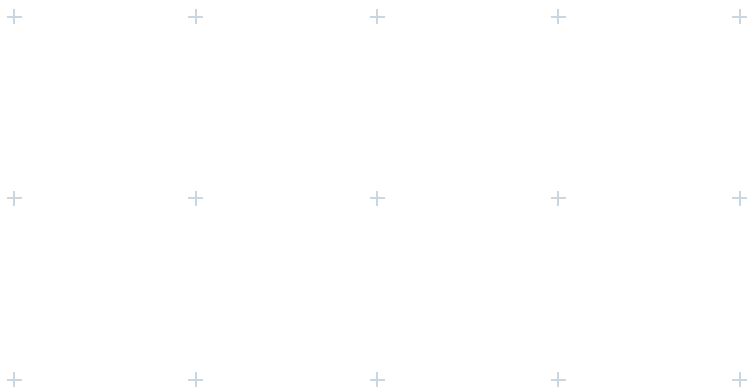
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Introduction

In a rapidly evolving market climate, investment professionals face a challenging economic landscape. Industry developments and market movements often feel endless, making it difficult to stay at the forefront of your industry.

Staying ahead of market trends requires constant sifting through the ever-expanding supply of available information, as well as finding relevant insights amidst the noise. However, the timeliness and quality of those insights could directly influence your company's performance and future outlook—which is why it's so crucial to rely on research tools that provide you the right information at the right time.

That's where expert networks come in.

Expert networks refer to a type of business that connects companies with expert resources or subject-matter experts (ranging from former C-level executives to a company's customers) to provide valuable and current information, data, or assistance. These first-hand perspectives from industry experts are a critical addition to the secondary research that most professionals rely on to formulate investment strategies, market landscaping, and due diligence.

Leveraging knowledge from first-hand operators in a company or industry, alongside unique experiential insights, will radically transform your market research from reactive to proactive. These critical expert insights allow you to build a more comprehensive view of any company, industry, or trend.

Discover the Right Expert Network for You

There are a myriad of expert network platforms that serve specific industry needs, whether you are looking for instantaneous insights or ongoing one-on-one consultations. Some are better suited for large corporations and enterprises, while others work better for small businesses or individual professionals.

A few leaders in the expert network industry are equipped with artificial intelligence capabilities that enable you to maximize and streamline your research, while others are more traditional in their approach.

With an array of options available, it's important to consider your specific business needs, goals, and workflow when selecting an expert network platform. Which platform [brings the most return on investment \(ROI\)](#) for your business goals? Which company provides access to the most in-depth, varied expertise that will ultimately eliminate blind spots in your research?

In this buyer's guide, we explore what to look for in an expert network and how AlphaSense Expert Insights can meet your primary investment research needs.



What to Look for in an Expert Network

Why do you need an expert network?

Expert networks can provide clients access to various experts with specific, niche perspectives and expertise that cannot be found anywhere else. Rather than spending hours searching for answers to your queries through published research, expert networks can quickly surface the intel you need—whether it be from a consultation with an expert or a content library. More importantly, the best expert networks implement rigorous compliance standards that limit the exchange of information, safeguarding both client and expert from potential risk.

Expert networks also provide a more cost-effective way for investors to access industry insights in a shorter turnaround. Rather than spending countless hours searching for a person to interview, expert transcript libraries streamline the whole process by asking experts the pressing questions industry professionals have in a searchable format. When seeking out an expert network, look for depth of experience, both in the professionals helping you reach your research goals and the network that fuels its insights.

Who uses expert networks?

No longer just a powerful resource for the financial services space, expert calls provide valuable insights and a competitive advantage to top companies' corporate strategists and competitive intelligence professionals.

Knowledge professionals, from individuals to teams and leaders, across industries and roles, rely on expert networks to enable strategic decision-making. The [industries using expert networks](#) the most are: information technology, industrials, media, healthcare, pharmaceutical, biotech, energy, consulting, asset management, hedge funds, private equity, venture capital, investment banking, and sell-side equity research.

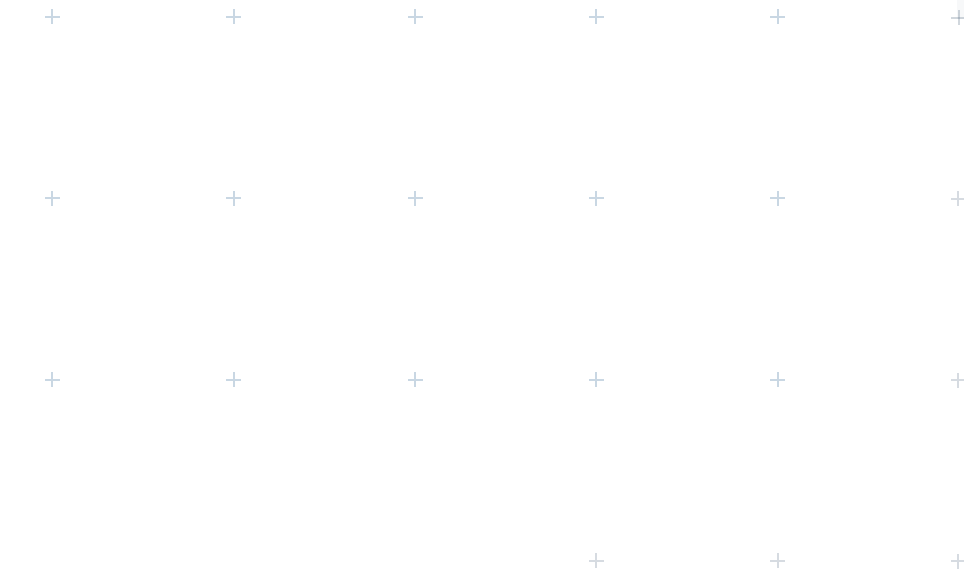
How do various industries benefit from expert networks?

Major industries leverage expert networks to evaluate market landscapes, understand various perspectives, and scout out trends worthy of investment. From [corporate strategy](#) to the [MedTech](#) space to the [technology sector](#), professionals utilize expert insights to drive major financial and operational decisions that will impact their present and future performance—and consequently, keep them ahead of the competition.

How do you choose the right expert network for your needs?

If you're questioning what to look for in an expert network, especially if it will be a long-term engagement, you need to outline your expectations and needs. Then, once you have a clear idea, use these questions below to help you decide what platform will give you the most ROI for your investment:

- 1 Do they have relevant experts specially vetted for your project or consultation needs?**
.....
- 2 Are their experts rooted in the subject or industry to ensure reliable insights?**
.....
- 3 Do they have a competitive pricing strategy in place?**
.....
- 4 Do they have a quick turnaround time to provide insights when needed?**
.....
- 5 What sort of support are you seeking from an expert network?**
.....
- 6 Do they have the kind of machine learning and AI functionalities that elevate and speed up research processes?**
.....



How AlphaSense Expert Insights Meets Your Investments Research Needs

Staying current on every trend, development, and movement related to your industry requires a tool that separates the noise from the insights you need. However, going through the channels of a traditional expert network can be a time-consuming task—especially for professionals that need to make quick and accurate investment decisions.

AlphaSense's [Expert Insights](#) helps you find millions of valuable insights from industry experts in seconds, without spending valuable time on manually searching for the right expert. With over 10 years of investment in artificial intelligence (AI) development, our AI technology allows you to surface critical insights from over 35,000 expert call transcripts across all industries.

AlphaSense offers fast-tracked [Expert Call Services](#) to provide in-depth insights so that investment professionals can outperform competitors without the associated costs. Personalized expert interviews can uncover insights and potential research areas that most investment analysts and fund managers would have never known to look into.

Even when a researcher does know the nuances of a niche space—for instance, when an investment firm seeks to enter a high-potential market—[Expert Call Services](#) can still provide the kind of unique perspective that would be impossible to get from any other resource.

The Full Value of Expert Insights

Combine our suite of Expert Insights with an extensive collection of broker research, earning calls, filings, news reports, and more, all available in AlphaSense to build a comprehensive view of any market, industry, or company.

Market researchers can easily access various expert perspectives through our powerful research tools in three effective ways:

- **Expert Transcript Library** – Dive into over 35,000 [expert transcripts](#) and audio in our library to access proprietary insights from former executives, customers, competitors, and channel participants across a [range of industries](#). Leverage on-demand access to our premium insights on thousands of public and private companies to create strategies that lead to fresh insights on new products, market sizes, and sector occurrences.
- **Expert Call Services** – Our Expert Call Services offering allows you to quickly connect with experts for customized interviews to fill in any research gaps in your investment strategies. Gain access to more than one million pre-qualified expert profiles spanning all industries across the globe with seasoned subject matter experts—such as thought leaders, former executives, customers, partners, and competitors.
- **All-in-One Market Intelligence** – AlphaSense aggregates financial and business data (broker research, company documents, news articles, and more) from over 10,000 trusted sources to provide our users with a robust research universe and ensure they never miss a vital piece of information. Our [one stop solution for expert insights](#) means you never have to toggle between multiple disparate platforms while conducting your market research.

Where traditional expert networks may fall short, Expert Insights is an [alternative data solution](#) of first-hand, relevant information that is invaluable in making informed investment decisions.

Additionally, our automated alerts and [real-time monitoring functionality](#) allows users to monitor market activity 24/7 and focus on strategizing your findings. Together, these powerful platform features shorten your hunt for valuable insights into any industry to just a few seconds.

Powerful AI Technology

Leveraging AlphaSense's award winning AI capabilities along with Expert Insights allows users to gain tens of millions of data points at the industry, watchlist, and document level to better track market landscape and industry trends, identify disruptive players, and discover competitors' hidden strategies.

Expert Insights enables researchers with the ability to cut down on manual research through proprietary AI search technology and automated alerts to easily capture insights on-demand.

Researchers can save time on research and maximize their research budget with AlphaSense's powerful AI-search capabilities:

- [Smart Summaries](#) – Enables users to glean expert insights in an instant with generative AI (genAI) summaries that capture the gist of any expert call transcript found within the extensive AlphaSense library in seconds.
- [Smart Synonyms™](#) – Empowers users to expand keyword and thematic searches to deliver the most relevant expert insights by including all synonyms, excluding irrelevant results, and filtering out the noise.
- [Sentiment Analysis](#) – Allows users to identify and quantify levels of emotion around specific topics within expert transcripts by using a boolean operator to search for mentions of a specific topic in a positive, negative, or neutral light.
- [AI Assistant](#) – Offers users to ask live questions and gain real-time answers with our AI-powered chatbot designed to summarize billions of data points to get you from question to answer faster.

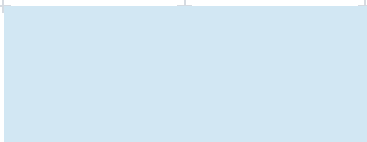
Combining AlphaSense's powerful AI search technology and user-friendly navigation allows you to easily capture insights from thousands of on-demand transcripts and find the information you need faster, so you never have to waste time or money on irrelevant sources.

Industry-Leading Compliance

AlphaSense prioritizes compliance throughout the entire content development process of Expert Insights. Not only is [our compliance process](#) established by our Chief Compliance Officer (CCO) with 20+ years of experience, it also follows a robust procedure to verify experts and review each individual transcript before publication.

Our industry-leading compliance mitigates risk of exposure to material non-public information (MNPI) by thoroughly vetting both industry experts and investment analysts conducting interviews for each expert call. Additionally, Expert Insights's hand-picked team of compliance reviewers have collectively reviewed over 35,000 transcripts in the past two years to provide our clients with confidence about the safety of their research.

AlphaSense's customizable compliance programs offer tailored solutions to ensure each customized call adheres to company-specific standards and laws, securing operational excellence. These rigorous compliance protocols provided by AlphaSense allow investment professionals to make faster investment decisions with confidence.



Outperform Without the Costs

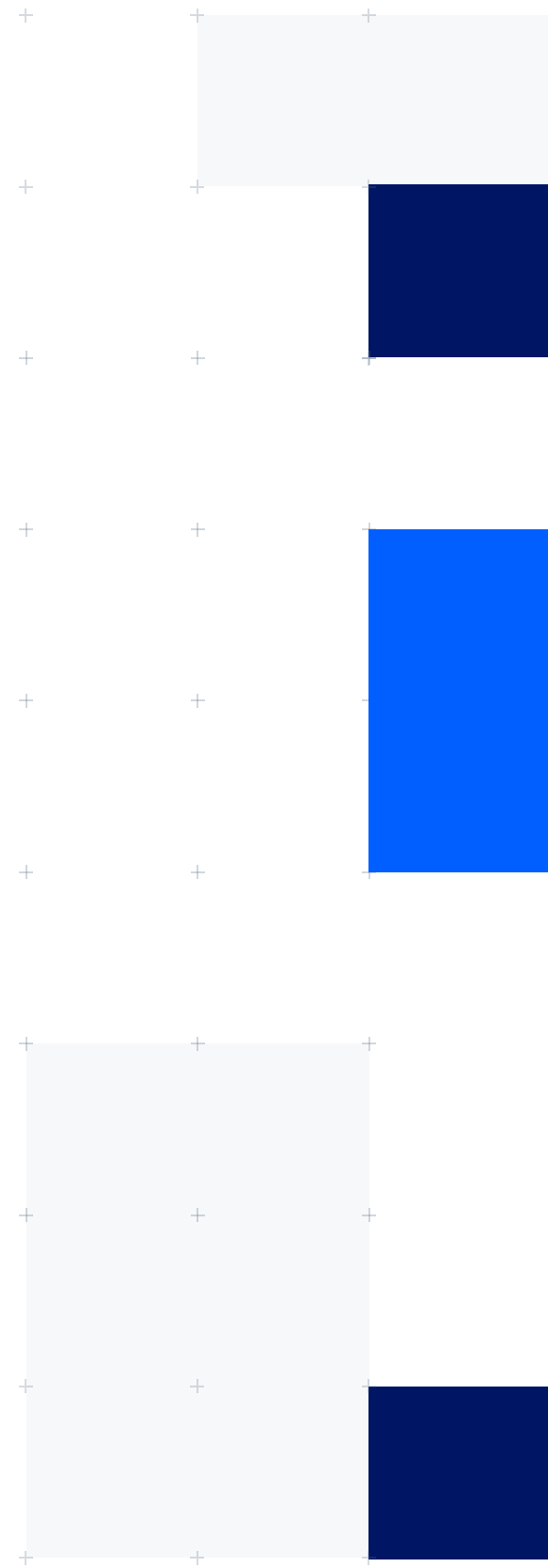
Traditionally, analysts spend around two hours on expert calls—one hour sourcing and coordinating, and another conducting the call. This not only wastes valuable time but also incurs significant costs, with the industry average price per call being around \$1,200.

Expert networks have become commoditized. However, AlphaSense challenges this model by reducing both time and cost while offering the same level of white glove services and bespoke custom recruiting to gain unique insights at a fraction of the cost.

AlphaSense offers expert consultations through Expert Call Services at a rate 70% lower than traditional methods. This substantial cost reduction can lead to significant savings, directly impacting the bottom line of your research budget, allowing you to maximize your research budget.

To ensure our pricing meets your specific needs, we offer [flexible platform subscriptions](#) to accommodate team sizes, content needs, and more, ranging from enterprise packages to per-seat options.

Learn how the price of [Expert Insights](#) can keep you ahead of the competition without the associated costs of a traditional expert network.



Try AlphaSense Expert Insights for Free

To stay ahead of the competition and perform agile decision-making, investment professionals need a centralized resource to conduct primary investment research like Expert Insights. With AlphaSense Expert Insights, there's no need to meticulously search global expert networks or spend hours reviewing documents to analyze a competitive landscape.

Leverage our proprietary AI technology and an extensive library of expert transcripts to glean instant insights on new products, market sizes, and sector occurrences shaping various industries.

Discover powerful expert insights today. [Start your free trial.](#)

About AlphaSense

AlphaSense is a market intelligence and search platform used by the world's leading companies and financial institutions. Since 2011, our AI-based technology has helped professionals make smarter business decisions by delivering insights from an extensive universe of public and private content—including company filings, event transcripts, expert calls, news, trade journals, and equity research. Our platform is trusted by over 3,500 enterprise customers, including a majority of the S&P 500.

Headquartered in New York City, AlphaSense employs over 1,000 people across offices in the U.S., U.K., Germany, Finland, and India.

[Learn More at Alpha-Sense.com](https://alpha-sense.com)

