

Signify Market Intelligence

10 hours of analysis work
Done in 3 minutes



OVERVIEW

Strategy, product, and market teams spend too much time gathering information and not enough time acting on it. Signify monitors priority sources and turns market movement into concise briefs teams can use.

WHY IT MATTERS

Manual research is slow, fragmented, and often out of date by the time it reaches decision-makers. Teams can miss competitor moves, regulatory shifts, or market changes while building recap decks.

OUR APPROACH

Unify configures Signify around the questions the client needs to answer. It monitors approved sources, filters for relevance, and delivers plain-language summaries through channels the team already uses.

HOW IT WORKS

1 Signal Collection

Scraper Agent pulls clean data continuously from competitor domains, news outlets, and regulatory portals.

2 Context Filtering

Analyzer Agent maps content against your strategic themes, eliminating irrelevant noise.

3 Multi-Agent Coordination

Orchestrator ensures clean data handoffs, quality checks, and system health across all agents.

4 Brief Creation

Impact summaries and recommended actions delivered directly into Slack, Teams, or email.

5 Team Control

Control dashboard lets your team adjust scraper targets and alert thresholds without writing code.

6 Continuous Refinement

Improve criteria over time based on competitive landscape changes and what proves useful to the team.

KEY OUTCOMES

90 days

To a fully operational production system

Real-Time

Market awareness across competitors & regulators

10+

Hours saved weekly per analyst team

Zero code

To operate and tune the control dashboard



THE ENTRY POINT

A 90-day engagement connects the engine to up to 10 primary data sources, configures the control dashboard, and trains your team for full self-sufficient operation — with no ongoing Unify involvement required to run it.