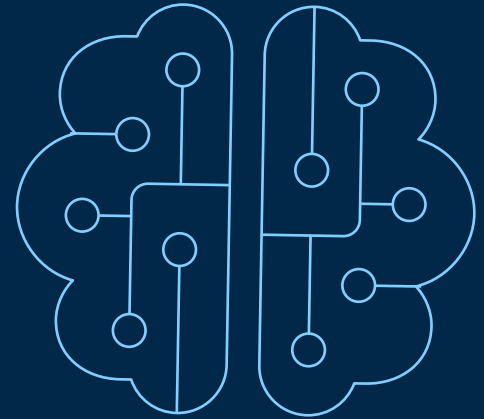


# Topics that transform information into intelligence

Contify's AI-enabled market and competitive intelligence platform leverages contextual machine learning algorithms and human curation to structure data from over 200,000 sources into standardised business topics.



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## Companies



### Business expansion

A company expanding operations in existing or new markets by augmenting sales networks, production/servicing capacities.



### Operational challenges

Issues related to operations and workforce — strikes, supply chain disruption, production halt, inventory issues, defects/recalls.



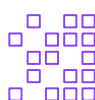
### Partnerships & alliances

Company entering into JVs, partnerships, alliances, affiliations, distribution and franchise/licensing agreements.



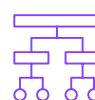
### M&A activities

A company selling or buying equity stake in part or in full; also includes activities during the run-up to any such transaction.



### Demerger/spin off

Stories related to a company demerging one or more of its business lines to into an independent corporate entity.



### Corporate restructuring

A company altering the way the corporate entity, its subsidiaries, or its various business units are structured and held.



## Negative news

Events with a negative outlook on the company, including personnel issues, violation of laws, litigation, negative PR.



## Regulatory and legal

Stories related to the intervention of government/regulatory bodies to aide, monitor or penalise a company.



## New offerings

Stories related to introduction or announcement new products or services, educational courses, departments within a company.



## Procurement and sales

A company getting awarded a contract/order from another company to supply it a particular set of goods/services.



## Awards & recognitions

Stories related to a company winning an award or recognition for any aspect of conducting its business operations.



## Events

Stories related to conferences, events, seminars, summits; also includes stories on a companies' participation at an event.

Financial



## Capital investment

Stories related to a company's investing money into the business for long term under the capital expenses head.



## Capital refinancing

A company rearranging their cash, debt, equity capital in order to retire and replace high-cost funds with the low-cost ones.



## Financial performance

Stories related to a company announcing its financial results, or making other announcements related to results.



## Funding activities

A company's plan to raise money via any conventional or unconventional methods to infuse funds into the business.



## Bankruptcy

A company declaring insolvency or bankruptcy; also includes all developments in the run-up to the filing, and follow-up events.



## Asset buy/sale

A company buying or selling assets, whether tangible or non-tangible, whole or part of investment portfolio, receivables.



## Cost cutting

Company reducing expenses and improving profitability through layoffs, pay cuts, and facilities/operations shut down.



## Management changes

Stories related to a person joining at, being promoted to, leaving from a management position or board of directors.



## Hirings

Stories related to a company's plan to hire or recruit employees; includes both, quantitative and non-quantitative information.

People



## Advanced mfg

Includes 3D/4D printing, industry 4.0 – the capability to create a physical object from digitally encoded designs.



## Artificial intelligence

Advanced analysis and logic-based techniques through ML to interpret events, support and automate decisions.

Emerging tech



## AR/VR

Includes real-time use of information in form of graphics, audio, etc. integrated with real-world objects.



## Big data/analytics

Big data and analytics includes the process of examining large and varied data sets to uncover information and insights.



## Blockchain

A system of cryptographically signed, irrevocable transactional records maintained across computers in a P2P network.



## Cybersecurity

Cybersecurity is the combination of people, policies, and technologies employed to protect the cyber assets.



## IoT

The Internet of Things is a network of physical objects that transmit their internal states to the external environment.



## Robotics

Includes advanced technologies that can be programmed to perform a tasks that earlier required human intervention.

Life sciences



## Clinical trials

Any research study that prospectively assigns human participants to one or more health-related interventions.

