



World Trade Data. ABRAMS.wiki

- Immediate transparency of your competitors
- Deep insights into the international business environment of successful companies
- Best international customers / suppliers



3 billion data records captured per year



over **250 million** real shipments from



about **9.5 million** companies from



193 countries (like China, the United States, Germany, Japan,...)

All data is legally provided by the World Trade Organization, UN Comtrade and governments – validated, standardized and harmonized by us.

Create knowledge from data for your success.

Your opportunities:

- **Competitive Intelligence** – Monitor competitors in your market
- **Company Transparency** – Discover the secrets of success
- **Market Intelligence** – Disclosing emerging opportunities and hidden risks
- **Sourcing Intelligence** – Find and evaluate the best international suppliers
- **Selling Intelligence** – Find and evaluate the best international customers
- **Free Search** – Get unexpected answers to questions you didn't dare to ask

6 unique tools

Your benefit:

- ▶ Strengthen **your position** on the world market
- ▶ Recognize different **business strategies**
- ▶ React faster to **changing market conditions**
- ▶ Optimize your **supply chain**
- ▶ Increase your **sales**
- ▶ Expand your detailed **knowledge of your industry**

= Sum of your **competitive advantages**

Monitor **competitors** in your market

with **Competitive Intelligence**

www.abrams.wiki/competitiveintelligence



Competitive Intelligence

- Does your competitor sell your products to your customers?
- At what price, when and how often?
- How is your ranking with your customer compared to your competitor?
- Does your competitor also buy from your supplier?
- At what price, when and how often?
- What is your ranking with your supplier in comparison to your competitor?



Your benefit:

- Benchmark your company's performance against companies trading in your markets or products
- Monitor pricing, sales strategies, new product developments & customer loyalty

Discover international
trade relations and **supply chains**

with **Company Transparency**

www.abrams.wiki/companytransparency



Company Transparency

- What is their entire supply chain?
- And what purchase and sales prices do they have?
- Are shifts and trends in volume, pricing, procurement and sales visible?
- Is there an overview of the entire portfolio and core business?
- How many and what kind of suppliers and customers do they have?
- Are one-on-one business relationships analyzed and really transparent?
- Is it possible to discover their global business strategy?



Your benefit:

- Explore the total business activities and environment of successful companies
- Get an end-to-end view of company's supply chains
- Analyze company's customer base, product portfolio, sales volume & pricing strategies

Disclosing **emerging opportunities** and **hidden risks**

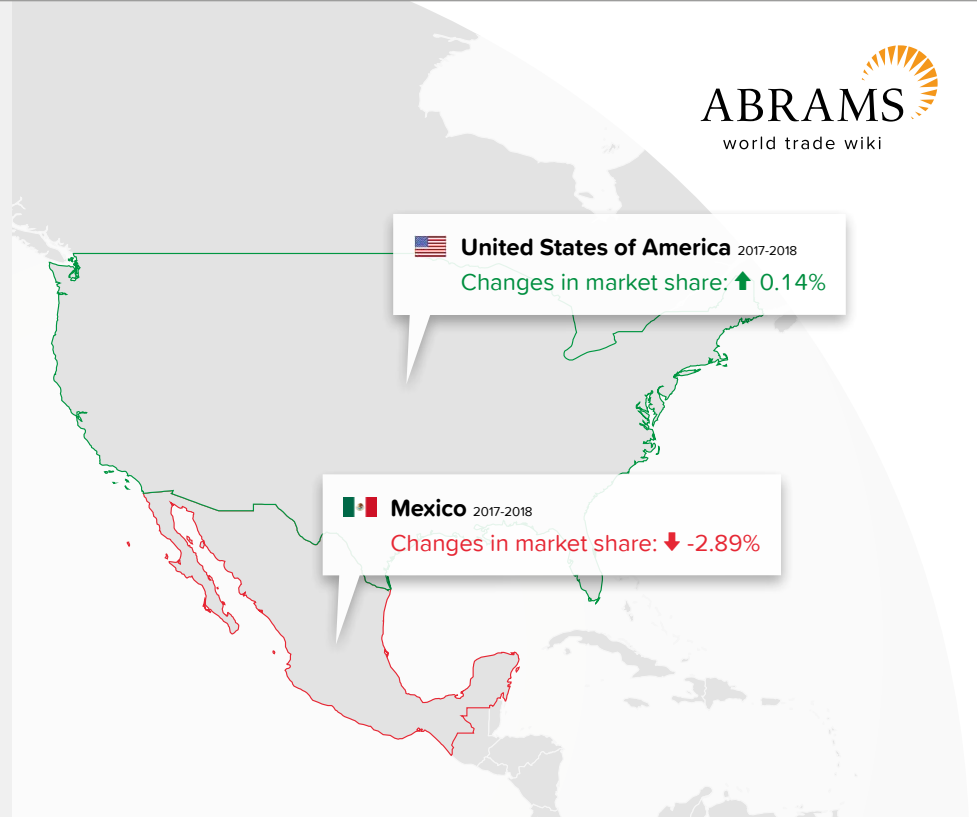
with **Market Intelligence**

www.abrams.wiki/marketintelligence



Market Intelligence

- Which countries export which product classes, quantities and values?
- Which real companies are behind these exports?
- Which countries import which product classes, quantities and values?
- Which real companies are behind these imports?
- Which emerging and declining markets can be identified?
- What are the price developments for individual product classes on the world market?



Your benefit:

- React faster to market changes
- Strengthen your position on the world market

Find the best **international suppliers** and analyze them

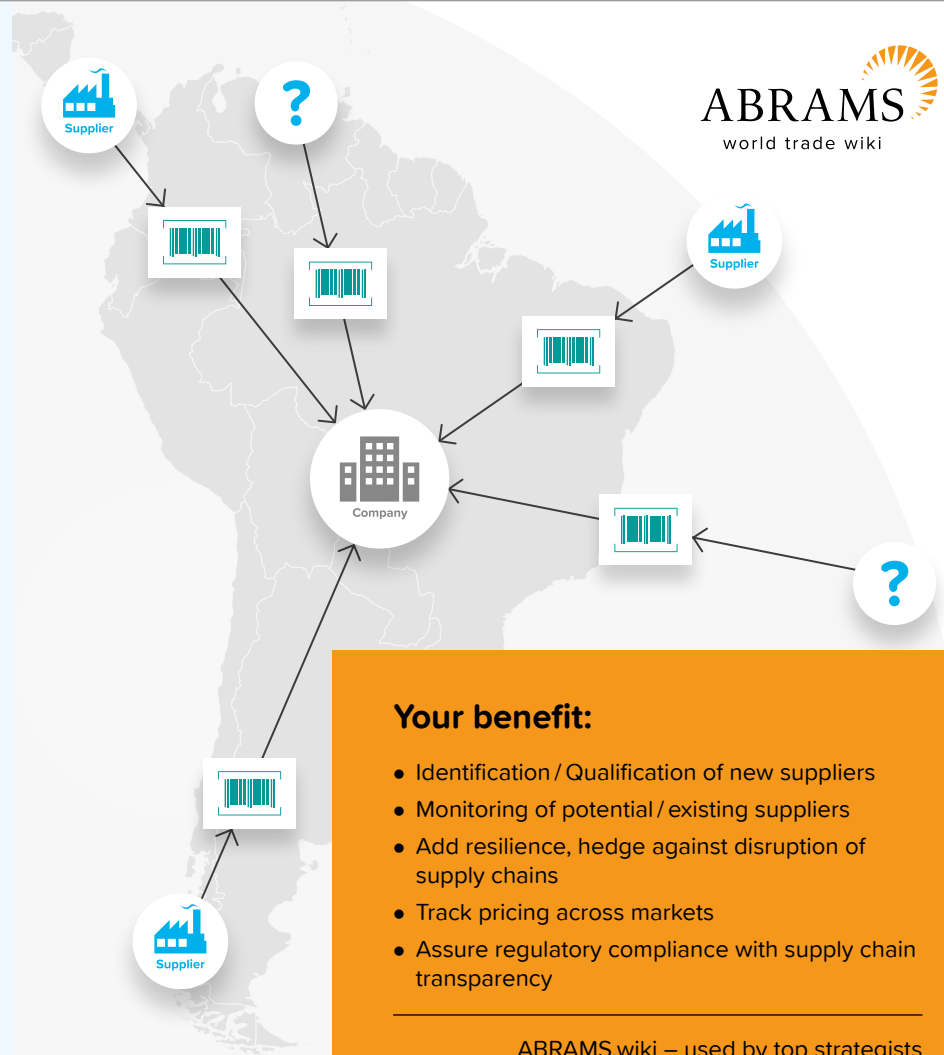
with **Sourcing Intelligence**

www.abrams.wiki/sourcingintelligence



Sourcing Intelligence

- Which reliable companies sell the products you buy?
- How often to whom, where and when?
- Are your products part of their core business?
- Do they have the right expertise for your products?
- How many and which customers do they have for your products? And overall?
- At what prices do they buy? Are you still competitive?
- Are they still active on the market?



Your benefit:

- Identification / Qualification of new suppliers
- Monitoring of potential / existing suppliers
- Add resilience, hedge against disruption of supply chains
- Track pricing across markets
- Assure regulatory compliance with supply chain transparency

Find **new international customers** and analyze them

with **Selling Intelligence**

www.abrams.wiki/sellingintelligence



Selling Intelligence

- Which companies buy products you sell?
And are they loyal?
- How often do they buy, from whom, where
and when?
- Is your product portfolio compatible and part
of their core business?
- Can you meet their demand, timetable,
specifications and standards?
- How many and what kind of suppliers do
they have?
- At what prices do they buy? Are you still
competitive?
- Can you bundle customer bases to achieve
scale effects?
- Where can you expand globally?



Your benefit:

- Identification / Qualification of new customers
- Monitoring of potential / existing customers
- Generate leads, target sales / identify
cross-, up-sell opportunities

Get unexpected **answers** to
questions you didn't dare to ask

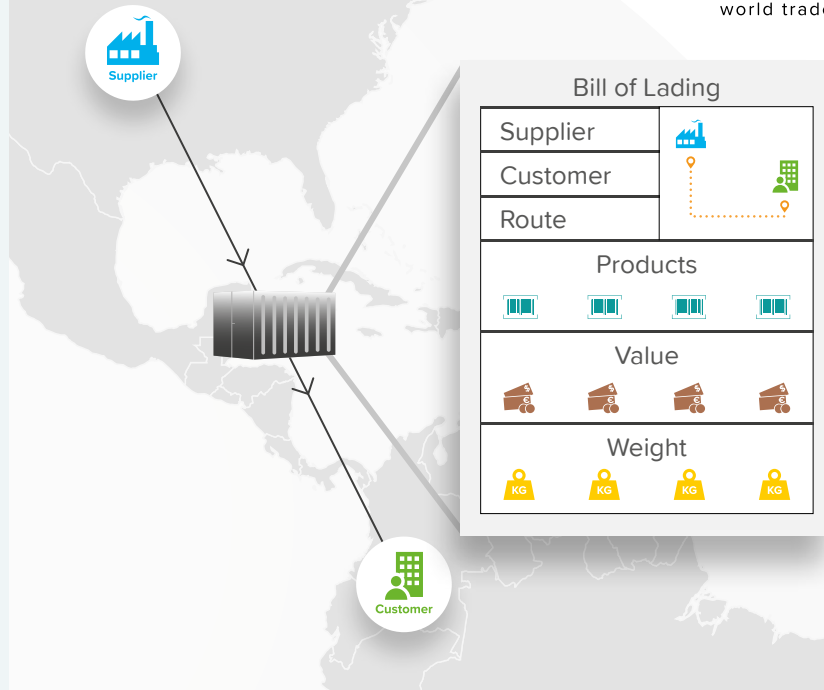
with **Free Search**

www.abrams.wiki/freesearch



Free Search

- Is it possible to explore companies bills of lading?
- Is it possible to identify business relationships between suppliers and customers?
- Is it possible to find out the sales and purchase prices of other companies?
- Is it possible to analyze competitor activities?
- Is it possible to search for details in more than 200 million shipments?



Your benefit:

Optimization of your corporate strategy for perfect positioning in the world market.

1st
Place

BEST INSIGHTS TO ACTION AWARD at the CiMi.CON 2019

At this year's CiMi.CON, Europe's leading conference for the corporate intelligence community, the ABRAMS Group won first place in the coveted „Insights to Action“ award with its business intelligence online based knowledge portal ABRAMS.wiki.

You can find out more about the award in our blog:

www.abrams.wiki/blog/2019-07-03/cimicon



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