

Horizon+

A unique service that supports the defining of market strategy and the continuous improvement of bid content

"It has been a really useful source of content to support our BD strategy and help build our tender library."

- Kevin Hogwood, Walker Construction

"I am finding very valuable information that I cannot get from other places. The site is extremely easy to use and very helpful as I project future trends in education."

- Kira Hutchinson, Army United States of America

"All managers involved in developing strategy need to develop foresight skills and Shaping Tomorrow is invaluable for that."

- Paul Buszard, Wolverhampton University

We are proud to support our corporate, third sector and SME clients who include:



Horizon+

Contracts Advance, in partnership with Shaping Tomorrow, now provides Horizon+.

We have developed the world's first automated horizon scanning service that uses artificial intelligence to scan thousands of social media and web sources everyday looking for embedded forecasts. These are compiled into easily digestible summaries and visuals that help you become more agile and prepared for ever-accelerating change. In short, we help you make better decisions.

About Contracts Advance & Shaping Tomorrow:

Our service partner, Shaping Tomorrow, has 15 years experience of providing horizon scanning and related research and consultancy services to companies and government agencies worldwide, as well as to international organisations such as the European Commission, NATO, the OECD and the UN.

The Package:

Continuous scan of up to 4 topics chosen by you, and containing:

- One-page summaries which are updated each week
- Topics diagrams showing relevant connections
- Narrative reports organised by theme
- Chronology reports by year, easily copyable into your own materials
- Country maps to discover where changes are predicted
- Questions extracted from the sources to challenge your thinking and help you develop new ideas
- Spreadsheet export function to quickly move the material and associated data into your own documents or presentations

Who will benefit?:

Horizon+ is for those with responsibility for strategy, business development, bidding, growth and planning including:

- Managing directors
- Sales directors
- Business development managers
- Bid managers


The service helps you to define, gather, analyze, prioritise and distribute forward intelligence about products, customers, competitors, policies and strategies to support you in making better decisions for both business development and enriching bid content.

The Content:

Over 6,000 future-related news, social media and web sources are scanned by the AI software on a daily basis looking for new insights, developments, discoveries, trends, wild-cards and surprises. On average, 1,000 items are added to the database each week, containing:

- Forecast title
- Source name
- Link
- Publication date
- Topic(s)
- Country/ies of impact
- Embedded questions

Example Data:



HORIZON+

Your company name

You are logged in as name@company.com

HOME

CONSTRUCTION

HEALTHCARE

RAIL INFRASTRUCTURE

Summary

Topics

Narrative

Chronology

Countries

Questions

Export

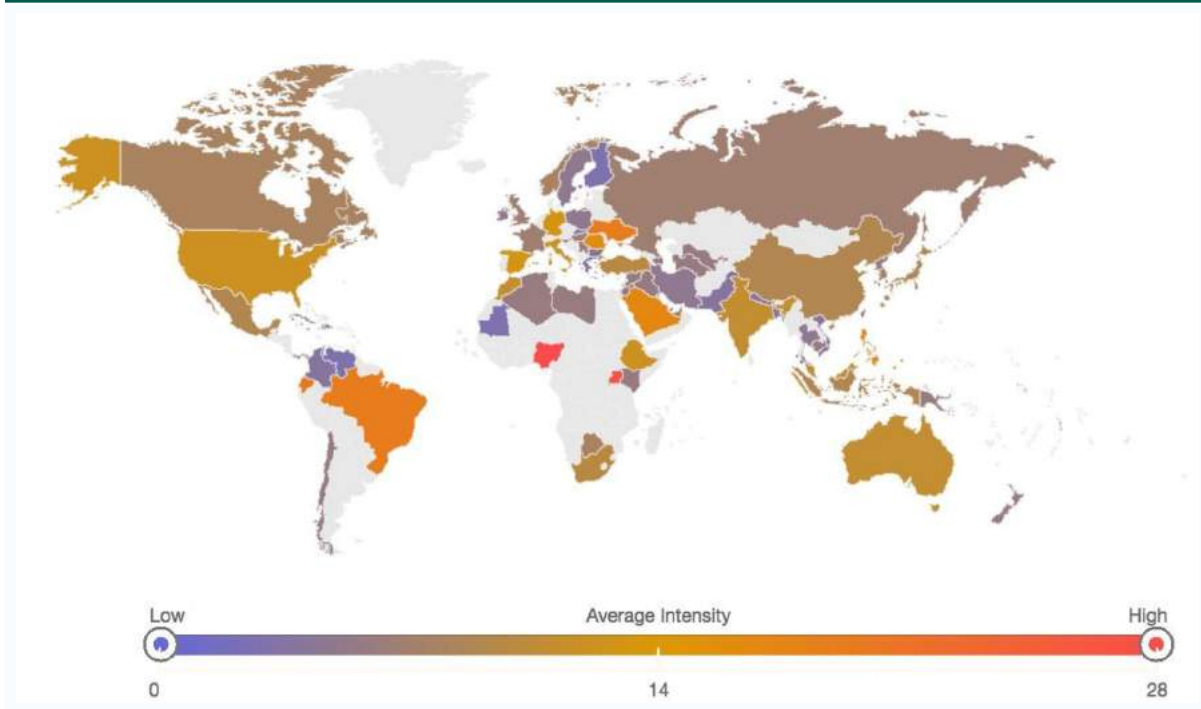
SCHOOLS' INFRASTRUCTURE

HELP

Summary

- Significant subsidy from central and regional governments will be needed for the construction of infrastructure and possibly for train operations.
- Government investment in rail infrastructure in the north of England will see travel across the region transformed in the coming years.
- Major rail infrastructure projects such as HS2 will cause some businesses and homeowners to lose out financially.
- Network Rail will spend the next 15 years dramatically speeding up the digital enablement of Britain's railways.
- Digitisation to improve current rail infrastructure could derive benefits of upto 40% in capacity terms.
- In the future, the safe operation and security of various infrastructure networks (e.g. digital railway infrastructure) will not be restricted to the "physical world" only.

Example of Heat Map from one of your topics, displayed geographically



Horizon+ at a Glance Coverage

- 1 yr license to Contracts Advance (SUPPORT+)
- Daily monitoring of up to 4 topics of your choice
- Weekly summary forecasts
- Data visualisations
- Export capabilities
- Price: £4,000 plus VAT

Next Steps:

On signing up you will receive two calls from our client care team:

- To build a profile for your pipeline visibility requirements, for Contracts Advance.
- The second to set-up and run through your market intelligence account and how to use the horizon scanning service.
- For both services you will be provided with the same, secure, unique username and password.

A date for the advisory session will be set-up with you. This session will focus on pre-bid engagement, which will inform your sales / bid functions on how to maximise the advance dashboard.

...you are ready to go!