BUYER CAPABILITY GUIDE / V2.1

THE FULL CAPACITY OF PHILLIPS COMMERCIAL INTELLIGENCE

What PCI can build.
Where it can create value.
How far a connected intelligence system can go.

01 Knowledge
What your business knows

→

02 Evidence
What the world shows

→

03 Decisions
What your people do

A CONNECTED INTELLIGENCE LAYER

Your business contains more intelligence than one team can manually connect.

PCI can connect approved business knowledge, existing systems and customer, market and technical evidence into intelligence people can inspect, decide on and use.

01 Business knowledge
Products, expertise, approved claims

02 Existing systems
Authorised customer and operational context

03 External signals
Customer, market and technical evidence

04 Research
Questions worth investigating

CONNECTED INTELLIGENCE + EVIDENCE
Bring the relevant facts together. Show where they came from and what still needs checking.

01 Human decision
Inspect and choose

→

02 Action
Progress with authority

→

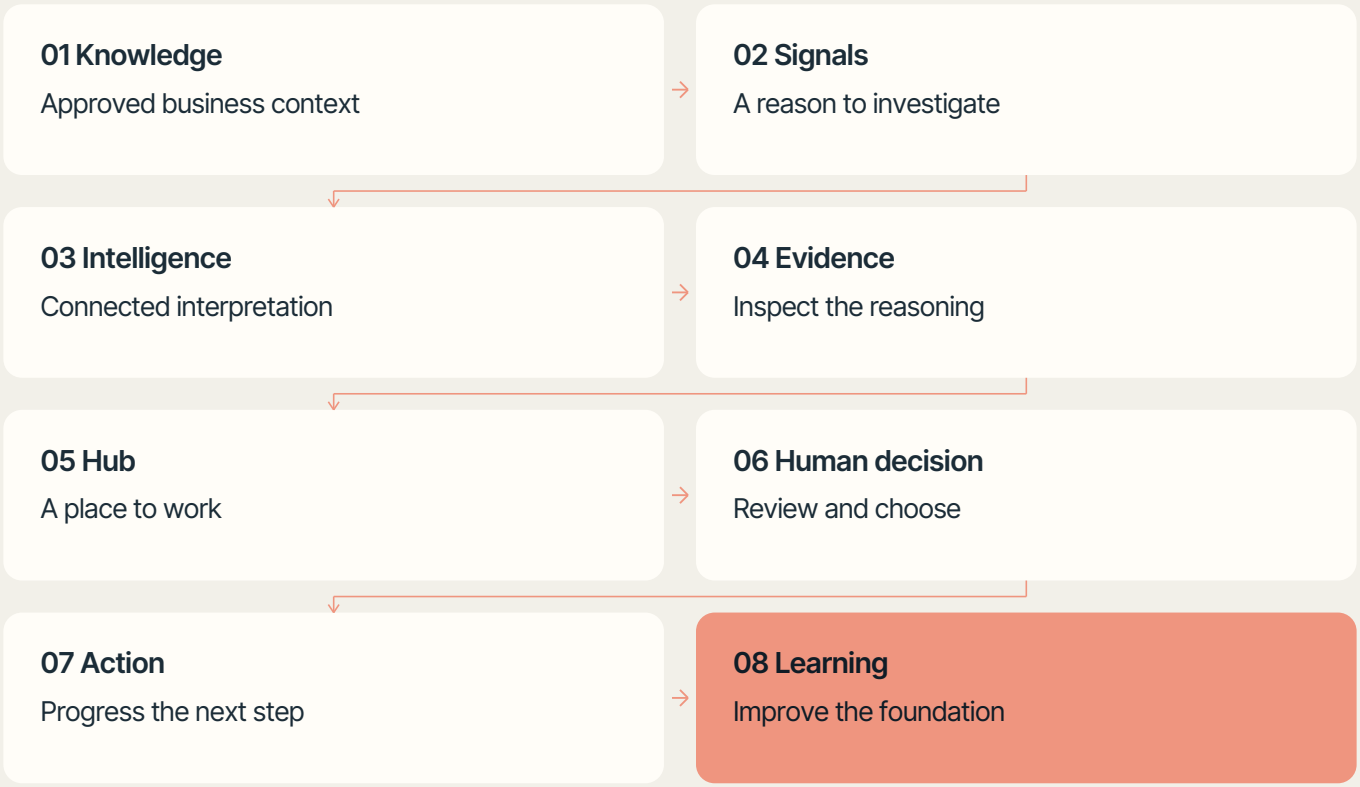
03 Learning
Improve from outcomes

The opportunity is connection: useful context reaching the right person at the right time.

FROM KNOWLEDGE TO USEFUL ACTION

Keep the context connected as the work moves forward.

Knowledge gives the system its business context. Signals reveal something worth investigating. Intelligence joins the facts; evidence makes the reasoning inspectable. People decide what happens next.



One foundation. Many useful directions.

Commercial discovery and sales preparation can share evidence with customer support, content, product investigation and management. The result is less fragmented preparation and more reusable expertise.

EXPLORE THE CAPACITY

Find opportunity 08–16 · Hub & Ask 17–19 · Content 20–22
Product innovation 23–27 · Grow & govern 28–32 · Start 35–38

BUILT AROUND THE BUSINESS PROBLEM

Give your existing systems a more useful intelligence layer.

Your CRM can hold the relationship. A chatbot can answer a question. Research can find a signal. PCI connects those functions with business knowledge, evidence and review so they support a worthwhile decision.

A stronger starting point

Begin with the business question, the approved knowledge, the sources that matter and the person who owns the decision.

A more useful result

Prepare an opportunity, explanation, content plan, engineering brief or management decision with its supporting context attached.

THREE SIMPLE WAYS TO READ THIS GUIDE

DEMONSTRATED

Shown through PCI's prepared synthetic demonstration environment.

BUILDABLE / CONFIGURABLE

A capability to scope around your business, sources and systems.

ADVANCED DIRECTION

Deeper client-specific design, integration or specialist validation.

Examples show possibilities. Commercial results depend on the business, scope and execution.

SYSTEMS 01 + 02

Find opportunity. Develop the conversation.

A useful commercial opening starts with a reason. PCI can connect market research to account context, then help your team prepare a relevant conversation.

01 / Lead & Opportunity Intelligence

Where might demand be hiding? Investigate components, applications, companies and changes. Keep the source, the relevance and the next question together.

02 / Sales & Commercial Development

What is the useful conversation? Prepare the account, identify the appropriate role, explain the timing and draft a message a person can review.

WHAT IT DOES

Lead & Opportunity Intelligence finds and examines relevant signals. Sales & Commercial Development turns the supported context into account briefs, call preparation, proposed communication and accountable next steps.

WHERE THE VALUE CAN COME FROM

Reduce manual research, improve preparation and help commercial attention reach opportunities with a credible rationale.

WHAT THIS COULD LOOK LIKE

- A component reference in an equipment manual reveals an application worth investigating.
- A documented product launch provides a timely, specific question for a commercial conversation.

HOW FAR IT CAN GO

Connect discovery, qualification, existing relationships, approved company knowledge, founder voice and reply learning through one opportunity context.

A promising signal becomes an opportunity through evidence and review.

SYSTEMS 03 + 04

Turn learning into better priorities.

Every enquiry, objection and stalled opportunity can contain useful learning. PCI can help the business connect that learning to what it explains, develops and prioritises next.

03 / Customer & Growth Intelligence

What are customers teaching us? Reuse questions, objections, application knowledge and campaign learning to improve explanation, content, market choices and product thinking.

04 / Management & Decision Intelligence

Where should attention go? Understand useful opportunities, held work, customer potential and research cost. Ask what deserves action, review or improvement next.

WHAT IT DOES

Customer & Growth Intelligence groups relevant customer and market evidence. Management & Decision Intelligence helps leaders understand progress, delays, costs and the decisions that need attention.

WHERE THE VALUE CAN COME FROM

Make existing expertise easier to reuse, reduce duplicated work and give management clearer decision context.

WHAT THIS COULD LOOK LIKE

- Repeated application questions reveal a missing explanation or possible product gap.
- A director sees which opportunities are waiting for technical evidence and who owns the next step.

HOW FAR IT CAN GO

Connect customer questions to content, commercial improvements and product requirements, then follow reviewed changes into actual business outcomes.

Public competitor activity informs hypotheses; actual performance requires accepted business data.

SYSTEM 05

Give intelligence a working home.

Intelligence becomes useful when people can find it, inspect it and decide what to do. The Hub brings the connected work into an understandable place.

05 / Intelligence Hub & Assistants

One useful question can open the account, the source, the interpretation, the review and the next step. People retain the decision.

WHAT IT DOES

Intelligence Hub & Assistants connects opportunities, evidence, accounts, reviews and ownership. Internal Ask lets staff question approved business knowledge in ordinary language, with supporting sources and visible uncertainty.

WHERE THE VALUE CAN COME FROM

Reduce repeated questions and preparation time while making company knowledge and specialist expertise easier to use.

WHAT THIS COULD LOOK LIKE

- A salesperson asks: “Why is this account relevant, and what should I ask on the call?”
- A reviewer opens the document behind a finding before deciding whether it warrants investigation.
- A manager asks which opportunities are waiting on evidence or an owner’s decision.

HOW FAR IT CAN GO

Bring discovery, customer learning, content, product investigation and management into connected workspaces with clear roles and permission-controlled actions.

Internal Ask and public assistants use separate approved knowledge and access rules.

DISCOVERY / 01–04

Start with a stronger signal.

Different markets reveal demand in different ways. PCI can build discovery around the evidence your team would rarely have time to research systematically.

01 / Competitor part references

Trace a documented component through manuals and parts lists into equipment and organisations. Example: a pump-control manual identifies a relevant competitor part.

02 / Customer profile discovery

Investigate businesses resembling worthwhile customers. Example: equipment manufacturers with similar applications, buying roles or technical requirements—not simply the same industry label.

03 / Technical documents

Read manuals and specifications for functional requirements. Example: an operating condition reveals a protection need even when no competitor product is named.

04 / Competitor relationships

Research supplier, OEM and channel connections. Example: a documented partnership helps explain the current supply route and the questions a potential alternative must answer.

WHAT IT DOES

Select the starting point that fits your products and market. Trace each finding back to a source, an application and a useful next question.

WHERE THE VALUE CAN COME FROM

Reveal relevant applications and reduce the effort needed to establish why an account deserves investigation.

HOW FAR IT CAN GO

Combine several research routes to deepen one opportunity, keeping their evidence together.

Methods are selected and commissioned around the business problem.

DISCOVERY / 05–07

Follow the application and its ecosystem.

A market label tells you where a company operates. An application tells you what it may need. A supply-chain map helps explain who can influence the relevant decision.

05 / Application & market intelligence

Find where a defined function matters. Example: research equipment operating in demanding water-treatment conditions, then establish which organisations build and select its control components.

06 / Adjacent products & ecosystems

Explore the products around your own. Example: monitoring, accessories or integration requirements reveal a possible partner opportunity—or a product question worth examining.

07 / Projects & supply chains

Trace the owner, specifier, equipment maker, panel builder and purchaser. Example: a project announcement becomes useful after identifying who controls the relevant design and component choice.

WHAT IT DOES

Start from the function, investigate surrounding products and follow the route between equipment, project and buying responsibility.

WHERE THE VALUE CAN COME FROM

Help commercial and technical teams focus on a concrete requirement and a plausible route into the organisation.

HOW FAR IT CAN GO

Connect applications to current product fit, potential gaps, partner routes and the person who controls the relevant specification.

Application relevance and decision authority require their own evidence.

DISCOVERY / 08–10

Find the route. Recognise the moment.

A relevant account may become more interesting when something changes. A useful route may run through a specialist partner. Industry movement can point to the next investigation.

08 / Commercial triggers / Why Now

Track relevant launches, investment, hiring and market entry. Example: a new equipment range creates a timely question about a documented application need.

09 / Partners & distributors

Investigate coverage, competence, customer access and portfolio overlap. Example: identify a technical distributor with a credible application fit while checking territory and channel restrictions.

10 / Events & industry movement

Connect exhibitions, technical programmes and emerging themes to real applications. Example: a new equipment category at an industry event suggests organisations worth investigating.

WHAT IT DOES

Connect dated change, relationship routes and selected industry activity to an application your business can credibly discuss.

WHERE THE VALUE CAN COME FROM

Prepare better-timed conversations, reveal channel options and give your team a stronger reason to prioritise further research.

HOW FAR IT CAN GO

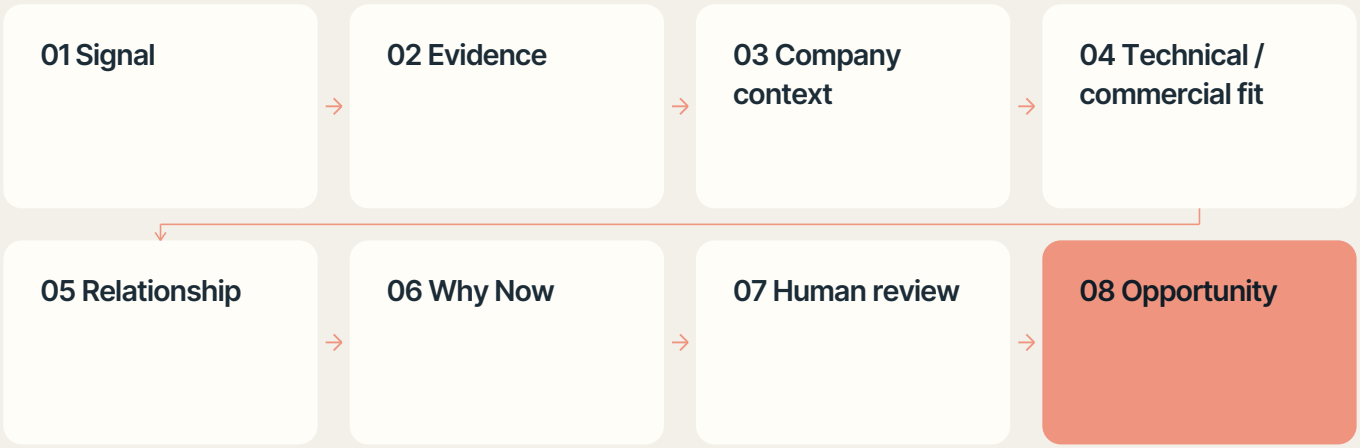
Add a clear “Why Now?” explanation to the account, showing the observed change, its possible relevance and what still needs checking.

A trigger is a reason to investigate; it does not establish buying intent.

QUALIFICATION

Discovery earns attention. Qualification earns a next step.

A company can look relevant and still be the wrong route. PCI can help your team ask the questions that turn an interesting finding into a reasoned decision.



WHAT IT DOES

Examine technical relevance, decision control, commercial attractiveness, relationship context and contact readiness. Keep the supporting evidence, remaining uncertainty, reviewer and next action attached.

WHERE THE VALUE CAN COME FROM

Help people spend attention on better-supported opportunities, avoid duplicate approaches and see exactly what needs resolving.

WHAT THIS COULD LOOK LIKE

- A technical match is held until the team establishes who selects the component.
- A relevant application is routed to the existing account owner before any approach.
- A promising requirement becomes a focused technical question rather than an unsupported substitution claim.

HOW FAR IT CAN GO

Build qualification around your product families, customer profile, commercial priorities and review roles. Several discovery methods can strengthen the same application context.

Discovery, technical approval and contact permission remain separate decisions.

RELATIONSHIPS

Sometimes the best opportunity is already in your business.

Your customer history contains relationships, applications and experience that new research can make relevant again. PCI can help surface the worthwhile questions hiding inside that history.

Keep the relationship intact

Live customer → enrich the owner's context. Dormant customer → check current relevance. Existing opportunity → add evidence. Partner → respect the agreed route.

WHAT IT DOES

Connect researched organisations with authorised customer and opportunity records. Review dormant relationships, historical purchases, new applications and neglected follow-up, while preserving ownership and channel context.

WHERE THE VALUE CAN COME FROM

Reveal existing-account potential, reduce duplicated approaches and prepare more informed personal conversations.

WHAT THIS COULD LOOK LIKE

- A former buyer's new equipment range makes an older application conversation worth revisiting.
- A known account appears in research for a different application your team has never discussed.
- A distributor relationship becomes relevant to a newly identified market without bypassing the existing owner.

HOW FAR IT CAN GO

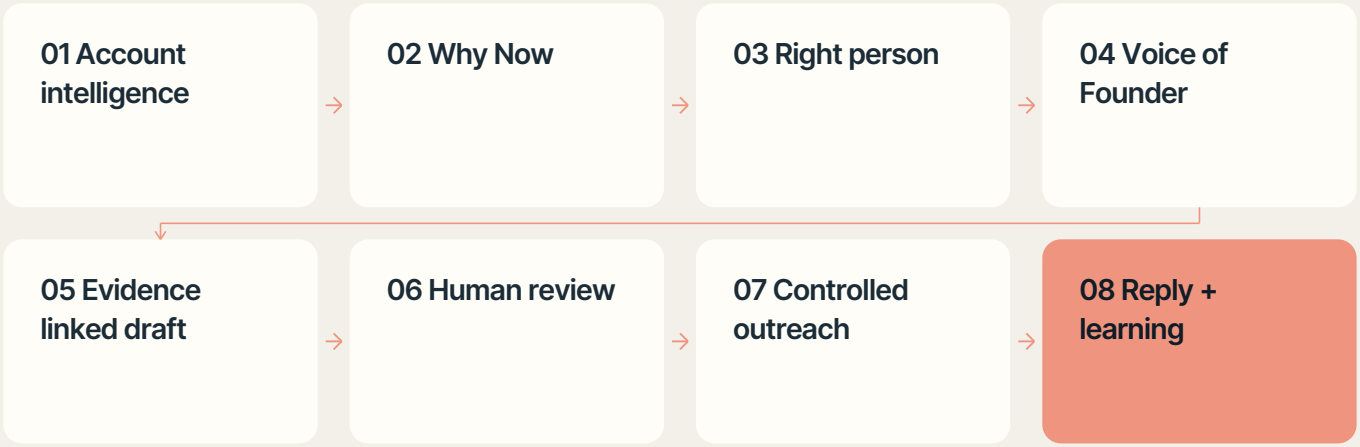
Create a customer-development queue that combines purchase history, current evidence, relationship owner, unresolved questions and the next sensible action.

Historical purchasing does not establish current demand. Account matches require review.

PREPARATION

Give every conversation a reason.

A good message begins before anyone writes it. PCI can assemble the account, the application, the evidence and the timing so your team can approach with a useful question.



WHAT IT DOES

Prepare account briefs, identify appropriate technical or commercial roles, develop evidence-linked communication and retain the rationale behind proposed outreach and follow-up.

WHERE THE VALUE CAN COME FROM

Shorten preparation time, improve relevance and help salespeople begin with context they can inspect and trust.

WHAT THIS COULD LOOK LIKE

- A call brief explains the application, recent change and two important facts still to establish.
- A draft refers to a documented equipment requirement and asks who owns the relevant selection decision.
- An incoming reply updates the account context and routes the next question to its owner.

HOW FAR IT CAN GO

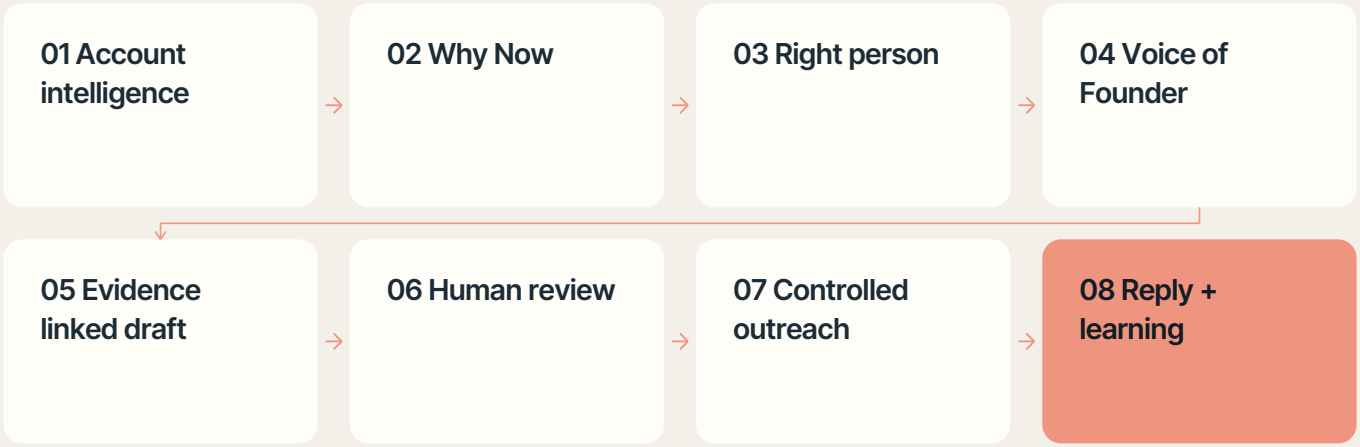
Connect account intelligence, Why Now, relationship ownership, founder voice and replies. Approved outreach can then feed learning back into qualification and customer knowledge.

Drafts require review; execution needs specific recipient, channel and send authority.

VOICE OF FOUNDER

Scale your thinking. Keep your voice.

The founder's judgement often gives a business its clearest explanation. PCI can help reuse that viewpoint and expression without asking the founder to rewrite every message.



WHAT IT DOES

Build a reviewed profile from permitted interviews, recordings and written material: what you believe, how you explain it, the language you use and the claims you approve.

WHERE THE VALUE CAN COME FROM

Preserve distinctive expertise, improve consistency and reduce repeated writing and explanation work.

WHAT THIS COULD LOOK LIKE

- A sales draft expresses a supported application insight in the founder's direct, practical style.
- A technical explainer uses the expert's vocabulary while keeping assumptions visible.
- An approved founder story becomes reusable material for an article, email or sales conversation.

HOW FAR IT CAN GO

Use founder, technical-expert and brand profiles across commercial drafts, educational content and enquiry answers, all drawing from the same approved knowledge.

Voice shapes expression. Facts, stories and claims still need real sources.

ANSWER / CLARIFY / HAND OVER

Keep a useful enquiry moving.

A buyer should receive a useful first response and an appropriate route into the business. PCI can support that conversation across individually commissioned web, email and messaging channels.

Buyer

Can you help with monitoring in a circulation package?

Assistant

What fluid, operating conditions and required interface should the specialist review?

Handover

Capture the missing facts and route the enquiry to the right person.

Synthetic exchange · web, email or messaging connections are scoped individually.

WHAT IT DOES

Use approved company knowledge to answer, ask a small clarification and prepare the unresolved requirement for the right person. Keep conversation context available when a human takes over.

WHERE THE VALUE CAN COME FROM

Preserve momentum, reduce repeated questions and give your team a better-prepared enquiry.

HOW FAR IT CAN GO

Connect enquiry context, account history, owner routing and authorised booking, with visible handover and follow-up states.

Channel connections are commissioned individually. Technical suitability requires qualified review.

YOUR PUBLIC FRONT DOOR

Make the first contact more useful.

Your team cannot always answer immediately. PCI can configure reception and public assistance around the hours, questions and human routes that make sense for your business.

01 Out of hours
Capture the enquiry

→

02 Overflow
Clarify and route

→

03 Office hours
Support selected coverage

↓

04 Product assistant
Use approved public knowledge

→

05 Booking
Only where authorised

→

06 Human handover
Keep context intact

WHAT IT DOES

Support out-of-hours, overflow or selected office-hour enquiries. Explain approved information, capture purpose and urgency, prepare application questions and offer an authorised next step.

WHAT THIS COULD LOOK LIKE

- An evening caller leaves the application details the technical team needs for a useful follow-up.
- A public Product & Application Assistant points a visitor to relevant literature and prepares a better enquiry.
- A booking connection offers real availability and confirms an appointment only after the calendar records it.

WHERE THE VALUE CAN COME FROM

Provide clearer access to the business, reduce repeated initial questions and improve the context reaching staff.

HOW FAR IT CAN GO

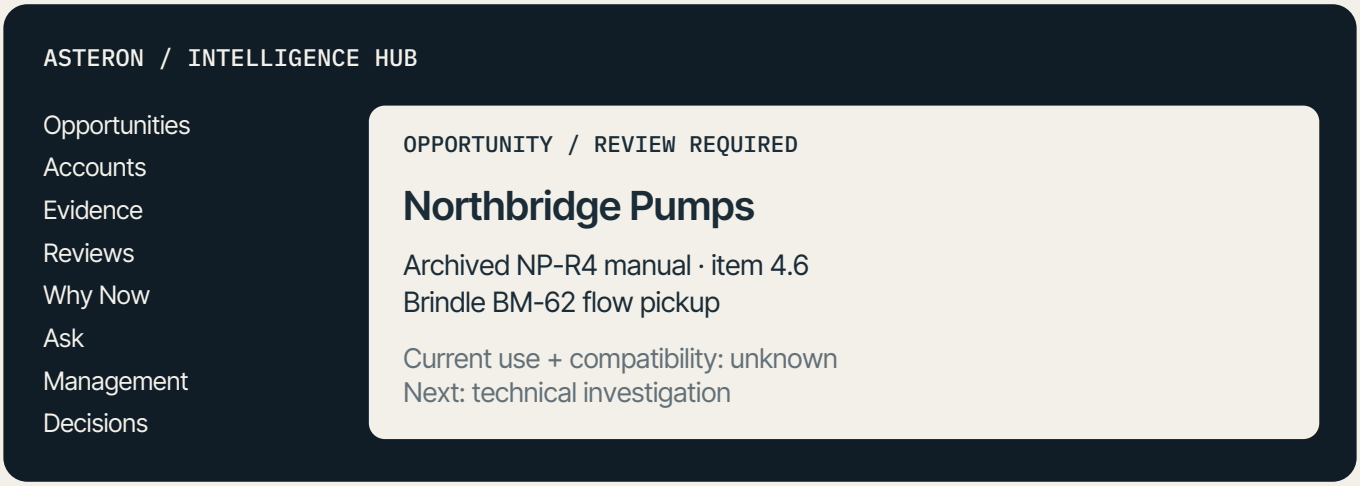
Connect configured hours, approved product knowledge, specialist routing, handover and real calendar availability across selected voice or digital channels.

Private records, safety-sensitive answers and bookings need their own accepted authority.

INTELLIGENCE HUB & ASSISTANTS

Give intelligence a place to work.

Intelligence becomes useful when people can inspect it, challenge it and act on it. The Hub brings the important context into a working environment that your team can use every day.



Recreated from the prepared Asteron synthetic demonstration.

WHAT IT DOES

PCI can bring opportunities, accounts, evidence, Why Now, reviews and decisions together. Each item can show its owner, supporting sources, unresolved questions and next step, so useful research reaches the person who can progress it.

WHAT THIS COULD LOOK LIKE

- A commercial colleague opens an opportunity, checks the account context and prepares questions for the next conversation.
- A technical reviewer sees the exact claim, its source and the facts still needed before offering advice.
- A director sees held work, outstanding decisions and the opportunities that deserve attention.

WHERE THE VALUE CAN COME FROM

Reduce scattered research and repeated handovers. Help people contribute within their roles while keeping the reasoning available to experienced reviewers.

HOW FAR IT CAN GO

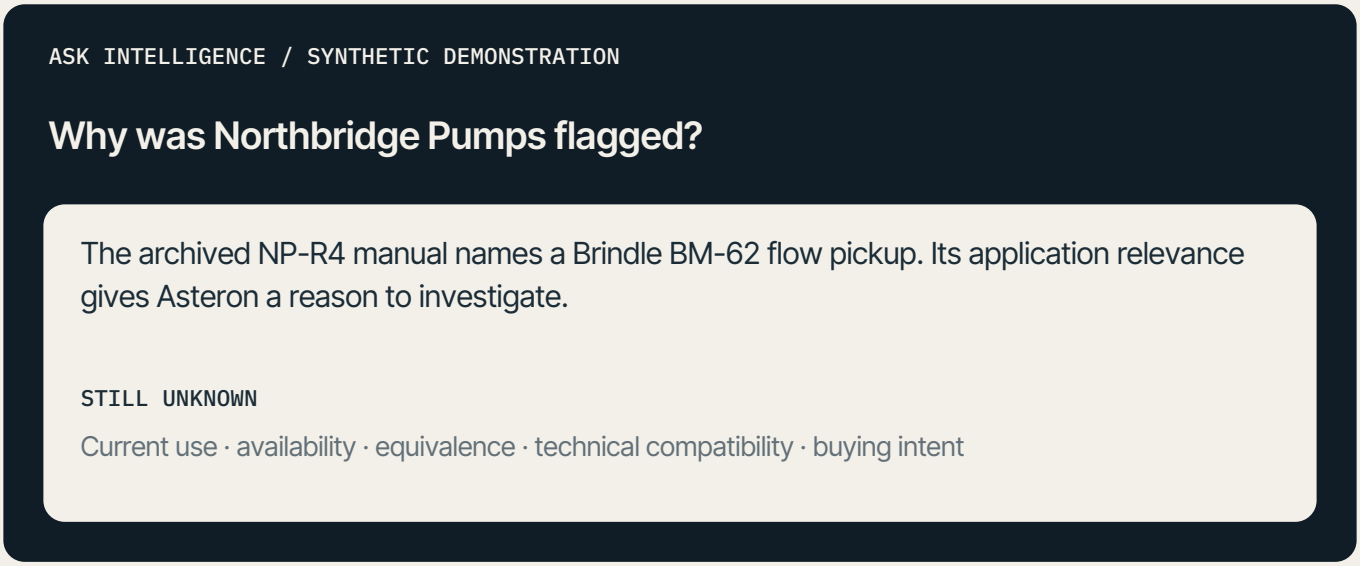
Connect the Hub to agreed business systems, approved knowledge and installed intelligence capabilities. Add permissions, review queues, management views and accountable actions as the business needs them.

Asteron is fictional. Client connections are commissioned individually.

INTELLIGENCE HUB & ASSISTANTS

Ask a business question. Get the connected answer.

Your team should not need to know where every useful fact lives. Ask Intelligence can connect permitted company knowledge, account context and evidence around the question someone actually needs to answer.



Faithful recreation of a prepared answer; no live client result.

WHAT IT DOES

A question can draw on the relevant installed capabilities and return one coherent explanation. Supporting sources, missing information and a sensible next step remain visible, so the person can judge the answer and continue the work.

WHERE THE VALUE CAN COME FROM

Make existing expertise easier to reuse. Shorten preparation and help colleagues ask better questions with the evidence already in view.

WHAT THIS COULD LOOK LIKE

- "Why is this account relevant, and what should I ask on the first call?"
- "Which facts are missing before we can discuss this monitoring application with a specialist?"
- "What changed, which opportunities might it affect, and who needs to review them?"

HOW FAR IT CAN GO

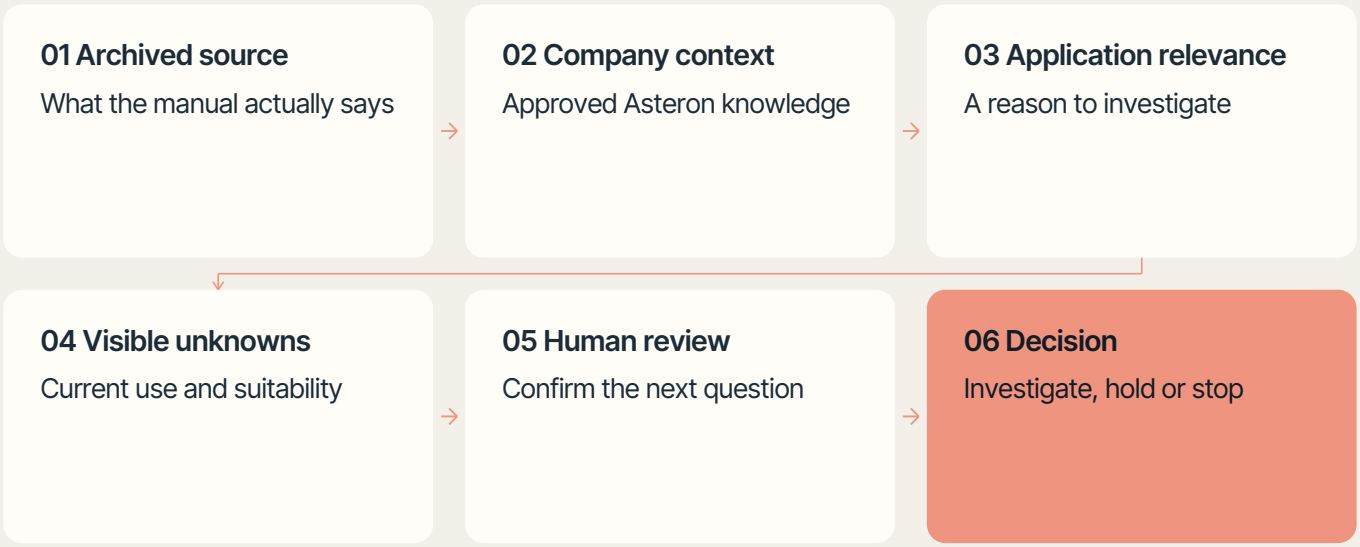
Ask can prepare a research brief, a commercial draft or a review request. With separately authorised connections, it can support controlled actions and show the resulting outcome.

Answers respect permissions. Sending, spending and record changes need separate authority.

HOW DID PCI GET HERE?

Every useful result should explain itself.

A convincing conclusion is more useful when your team can follow the reasoning. PCI can keep the route from discovery to decision visible, including the evidence that supports it and the questions that remain open.



WHAT IT DOES

Open a result and inspect the discovery method, original source, exact observation and interpretation. Follow the company context, qualification questions and review decision. Challenge a weak assumption without losing the underlying research.

WHAT THIS COULD LOOK LIKE

- An archived manual contains a component reference: historical use is visible, while the current specification still needs checking.
- An expansion announcement suggests useful timing: the account owner checks what changed and whether it affects purchasing.
- A known customer has a new application: the existing relationship determines the appropriate next conversation.

WHERE THE VALUE CAN COME FROM

Improve decision context and preserve evidence. Let reviewers distinguish a promising signal from a justified opportunity before the team commits effort.

HOW FAR IT CAN GO

Connect discovery, qualification, communication and outcomes into one inspectable history. Show which evidence changed a decision and feed the learning back into future research priorities.

A signal starts an investigation; it does not establish demand.

CUSTOMER & GROWTH INTELLIGENCE

You do not need to record something new.

Your business already holds useful material: product knowledge, application experience, FAQs, customer questions and founder expertise. Route A turns that Business Brain into purposeful content your customers and commercial team can use.

ROUTE A / CREATE FROM YOUR BUSINESS BRAIN

Products + services + technical documents + FAQs + customer questions + founder expertise + applications + approved claims

- SEO articles
- Email campaigns
- Video ideas
- LinkedIn
- FAQs
- Customer education
- Sales enablement

Approved knowledge → coordinated plan → review → useful outputs

WHAT IT DOES

Start with an audience and a worthwhile objective. Connect approved facts, claims and voice to a content plan, then prepare related assets for the channels that suit the message. Review the material before distribution.

WHAT THIS COULD LOOK LIKE

- An application checklist becomes an SEO article, FAQ and sales note that help buyers prepare a better enquiry.
- A product explanation becomes a LinkedIn post, three-part email campaign and practical customer education.
- Existing technical knowledge supplies video ideas and shot briefs without requiring a new interview or recording.

WHERE THE VALUE CAN COME FROM

Reuse expertise that already exists. Reduce duplicated writing, improve consistency and give sales colleagues useful material for recurring questions.

HOW FAR IT CAN GO

Connect products, applications, customer questions and approved founder voice into a reusable editorial system. Learn which material supports useful enquiries, then improve the next content plan.

Content is reviewed before sending or publication.

CUSTOMER & GROWTH INTELLIGENCE

What is worth creating now?

Business knowledge gives you a strong starting point. An optional intelligence layer can help choose the next useful topic by connecting what customers ask, what sales hears and what the market is showing.

01 Customer questions

02 Sales objections

03 Search evidence

04 Public competitor activity

05 Owned campaign outcomes

06 Prioritised plan

VISUAL & EDITORIAL STYLE PROFILE

Voice · hooks · pacing · captions · framing · brand choices

WHAT IT DOES

Bring together customer questions, sales objections, search evidence, public competitor activity and your own campaign outcomes. Compare those signals with existing content, then prioritise gaps, useful explanations and formats worth testing.

WHERE THE VALUE CAN COME FROM

Focus editorial effort on useful questions. Build a clearer relationship between content, customer understanding and commercial priorities.

WHAT THIS COULD LOOK LIKE

- Recurring application questions suggest leading with a checklist, supported by an article and email sequence.
- Sales objections reveal an explanation missing from the website and a useful brief for account conversations.
- Campaign responses help refine the next angle rather than repeatedly producing more of the same.

HOW FAR IT CAN GO

Add a Visual & Editorial Style Profile: approved tone, hooks, pacing, captions, framing and brand choices. Reuse it across knowledge-led content and recording edits while preserving factual meaning.

Evidence informs priorities; results depend on the audience and execution.

REPURPOSE A RECORDING

Keep the expertise. Multiply the useful formats.

A recorded webinar, interview, briefing or voice note can hold ideas worth using again. Route B turns an authorised recording into selected moments and reviewed content that preserves the speaker's meaning and qualifications.

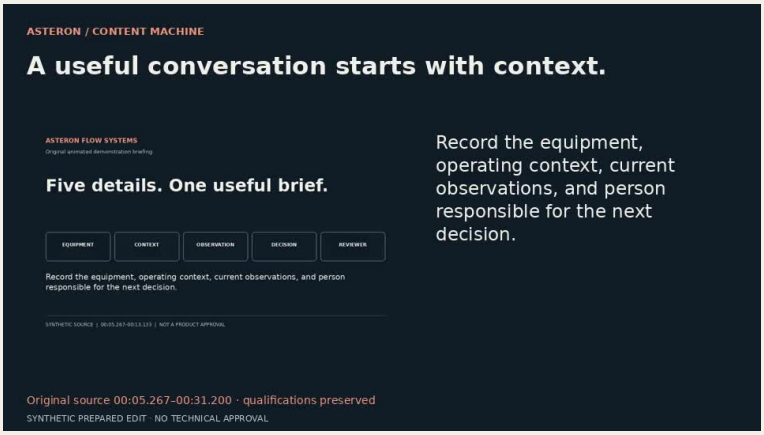
01 Recording
30 minutes: illustrative input

→

02 Select
Transcript + useful moments

→

03 Prepare
Style + captions + review



VERTICAL
Prepared output format

SQUARE
Prepared output format

LANDSCAPE
Prepared output format

Actual prepared Asteron frame · 45.8s source → 25.9s excerpt. Calm and punchy edits.

WHAT IT DOES

A commissioned workflow can turn a 30-minute recording into a transcript, selected moments and rendered formats. Apply the editing profile, review captions and context, then prepare accepted outputs for distribution.

WHERE THE VALUE CAN COME FROM

Reuse recorded expertise, reduce repeated production and create a coherent set of assets for different channels.

WHAT THIS COULD LOOK LIKE

- A webinar supplies vertical clips and a landscape explanation.
- A technical interview becomes captioned excerpts with its original qualifications.

HOW FAR IT CAN GO

Connect recording content, approved knowledge and audience priorities. Use the Style Profile consistently and feed reviewed outcomes into future topic selection.

Rights, editing connections and publication are agreed separately.

ADVANCED CONNECTED CAPABILITY

Find the product question hiding in the market.

Customer conversations and market research can reveal more than sales opportunities. They can expose an application need, a recurring limitation or an explanation gap worth investigating before anyone commits to a new product.

01 Customer evidence
Questions + lost enquiries

02 Technical evidence
Applications + documents

03 Market evidence
Competitors + supply + standards

04 Existing coverage
Does the range already solve it?

05 Counterevidence
What could overturn the idea?

06 Product-gap case
Evidence brought together

WHAT IT DOES

PCI can connect customer questions, lost opportunities, applications, competitor functions and technical documents with your approved product knowledge. Build a product-gap case that records the evidence, existing coverage, unresolved need and strongest counterarguments.

WHAT THIS COULD LOOK LIKE

- Different customers struggle with the same handover: investigate whether context is missing from the product or the process.
- A lost enquiry reveals an interface question: check current capability before calling it a new-product requirement.
- Market, standards, supply or technology changes suggest an improvement worth testing with actual users.

WHERE THE VALUE CAN COME FROM

Help engineering attention reach better framed problems. Keep commercial evidence connected to the technical investigation and expose weak demand assumptions early.

HOW FAR IT CAN GO

Add structured research across competitors, adjacent technology, cost, supply, lifecycle, standards, manufacture and service. Compare independent customer contexts and actively seek evidence that could overturn the case.

An interesting gap is a hypothesis to investigate.

MAKE THE UNCERTAINTY USEFUL

Turn a promising question into clear requirements.

A product idea becomes easier to assess when the team can see what is established, what is proposed and what still needs resolving. Clear requirements stop confident assumptions becoming invisible design decisions.

KNOWN
Supported by identified evidence.

ASSUMED
Provisional; requires confirmation.

TARGET
A proposed outcome to validate.

UNKNOWN
An unanswered decision or parameter.

CONFLICTING
Incompatible needs requiring resolution.

WHAT IT DOES

Structure functions, operating conditions, interfaces, constraints and review ownership. Attach each requirement to its source and the investigation that could resolve it. Keep contradictions visible until the responsible people agree the answer.

WHERE THE VALUE CAN COME FROM

Improve preparation for specialist review. Reduce ambiguity and give engineering, commercial and management colleagues a shared view of the open decisions.

WHAT THIS COULD LOOK LIKE

- Preserving observation context is documented; how long records must survive a connection interruption is still a target.
- Reusing an existing gateway is assumed until current documentation and an engineering check establish the supported capability.

HOW FAR IT CAN GO

Connect requirements to concept options, risk prompts and tests. When evidence changes, show which assumptions, designs or decisions need another review.

Qualified owners confirm technical requirements and acceptance criteria.

COMPARE THE ROUTES BEFORE CHOOSING ONE

Sometimes the most valuable answer is “don’t build it.”

A useful innovation investigation should leave room for several answers. The right route may be a modest extension, an accessory, a partner or a better process. It may also be stopping the idea.

Extend existing
Reuse proven capability; check the missing function.

Accessory
Add a bounded capability around the range.

New platform
Investigate broader development only where justified.

Partner
Assess an external capability and its dependencies.

Process change
Improve how current information reaches people.

Do not build
Stop when the case does not justify development.

WHAT IT DOES

Compare credible concept directions against the same requirements. Make fit, complexity, cost assumptions, service burden and risk visible before the business invests in detailed design.

WHERE THE VALUE CAN COME FROM

Reduce premature design work and expose simpler ways to create value. Give decision makers a clearer choice and a reasoned next investigation.

WHAT THIS COULD LOOK LIKE

- Check whether current configuration and clearer documentation already solve the customer’s actual problem.
- Challenge an integrated platform against a smaller accessory and a partner route before choosing development scope.

HOW FAR IT CAN GO

Build a comparison dossier with commercial evidence, engineering constraints, lifecycle questions and disconfirming tests. Revisit the preferred route as stronger information arrives.

Concept selection remains a human decision.

FROM CONCEPT TO A REVIEWABLE TECHNICAL DOSSIER

Bring the engineering questions into view.

A promising concept needs more than a convincing illustration. PCI can organise preliminary architecture, component thinking, commercial constraints and risk questions into material that qualified engineers can inspect and develop.



Illustrative concept architecture · functional blocks, not electrical wiring or approved CAD.

WHAT IT DOES

Map functional blocks, proposed interfaces and information flows. Prepare preliminary schematic directions, bill-of-materials (BOM) categories, supplier and lifecycle questions, design-to-cost trade-offs and failure-mode and effects analysis (FMEA) prompts, with unresolved choices clearly marked.

WHERE THE VALUE CAN COME FROM

Reduce duplicated preparation and improve the quality of technical discussion. Compare practical constraints before committing to detailed design or procurement.

WHAT THIS COULD LOOK LIKE

- A context accessory separates observation inputs, processing, retained records and a read-only review interface.
- Component research compares reuse, adaptation and partnering before manufacturer parts or quantities are selected.
- Risk prompts examine misleading interpretation, interrupted records, assumed compatibility and support obligations.

HOW FAR IT CAN GO

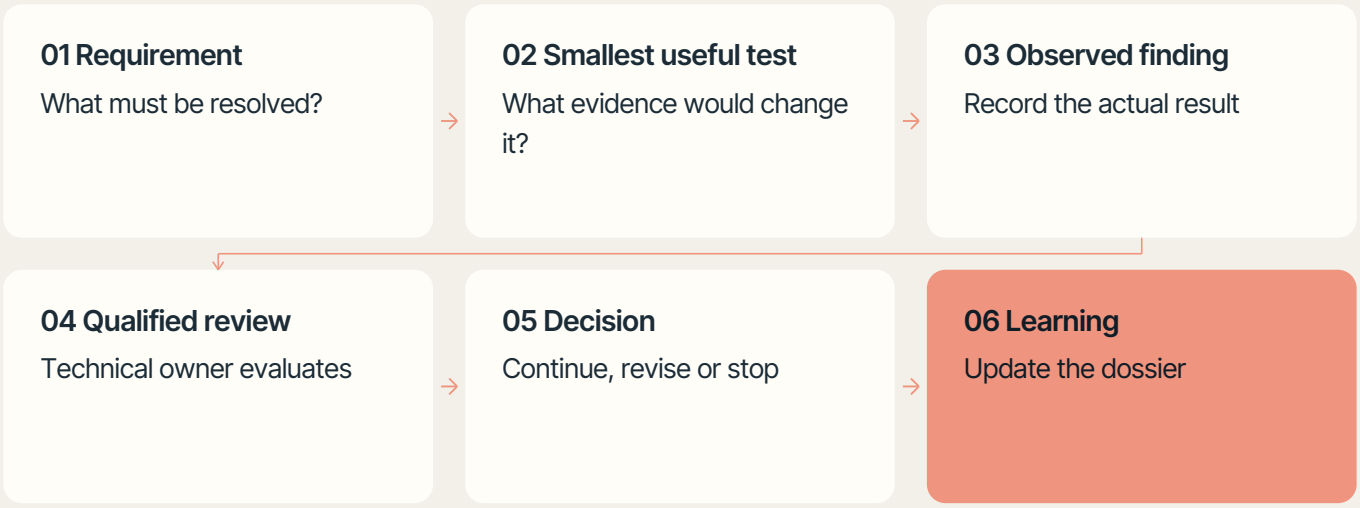
With validated tools and authoritative inputs, support concept CAD/3D, modelling and simulation. Connect design-to-cost, supply and serviceability research to the same requirements and review record.

Engineers retain design, safety, suitability and release authority.

THE NEXT TEST SHOULD ANSWER A REAL QUESTION

Prototype the uncertainty. Then let evidence decide.

The strongest next step is often a small investigation that could change the decision. PCI can help turn requirements and risks into a practical prototype, customer validation and test plan for qualified review.



WHAT IT DOES

Define what to investigate, who owns the decision and what evidence would count. Connect each proposed test to a requirement, agreed measure and result that could challenge the concept. Bring findings back into the dossier.

WHAT THIS COULD LOOK LIKE

- Trace a labelled observation through a candidate handover and check whether a reviewer understands its source and limits.
- Plan an interruption exercise to examine record completeness and ordering against criteria agreed by an engineer.
- Compare the existing-product route with the new concept, then test the need with independent customer contexts.

WHERE THE VALUE CAN COME FROM

Focus prototype effort on unresolved decisions. Preserve the connection between customer need, engineering evidence and the business choice to continue, revise or stop.

HOW FAR IT CAN GO

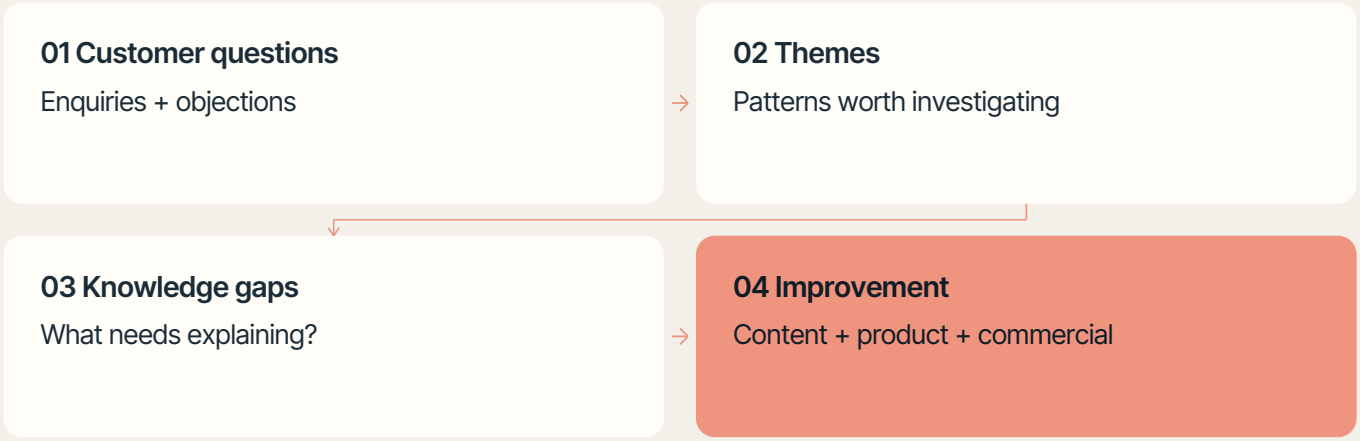
Build a learning loop across prototype results, representative users, technical review and management decisions. Update requirements, concepts and priorities when the evidence changes.

A test plan is not a completed test or technical approval.

LEARN FROM THE MARKET

Every customer question can improve the business.

Enquiries, objections and lost opportunities contain clues about what buyers understand, what they struggle with and what your business could explain better. PCI can connect those clues to practical improvements.



WHAT IT DOES

Groups customer questions and outcomes into useful themes, then connects them with company knowledge, market evidence and responsible people. Advertising & Creative Intelligence adds public competitor patterns and evidence from your own commissioned campaign connections.

WHERE THE VALUE CAN COME FROM

Potential value: more useful explanations, sharper commercial priorities, less duplicated work and a clearer view of unmet customer needs.

WHAT THIS COULD LOOK LIKE

- Repeated compatibility questions prompt a clearer application guide and better sales guidance.
- Public advertising patterns inspire original creative hypotheses for your next controlled experiment.
- Owned campaign outcomes help distinguish attention from useful enquiries.

HOW FAR IT CAN GO

Connect questions, approved changes and subsequent outcomes into a learning loop. Content, sales, customer support and product development can improve from the same evidence rather than separate impressions.

Public advertising visibility does not reveal a competitor's commercial performance.

SEE WHAT DESERVES ATTENTION

Answer the questions behind the dashboard.

A director needs to know where useful work is coming from, where it stops and what deserves attention next. PCI can bring the evidence together so management conversations begin with context.

Where?
Which sources produce useful opportunities?

What is stuck?
Evidence, review, ownership or follow-up?

What needs review?
Which decisions need human attention?

Which priorities?
Customers, products and markets worth investigating.

At what cost?
Research, correction and review effort.

What next?
The improvement supported by the evidence.

WHAT IT DOES

Connects opportunities, reviews, customer questions, commercial progression and operating costs. Each view can show the underlying evidence, the responsible person and the next decision instead of leaving management to reconcile disconnected reports.

WHERE THE VALUE CAN COME FROM

Potential value: clearer priorities, better handovers, less duplicated reporting and a more informed allocation of commercial and technical attention.

WHAT THIS COULD LOOK LIKE

- A sales director asks which opportunities are waiting for technical evidence.
- A managing director compares useful discovery routes, review effort and subsequent commercial progression.
- A technical director sees which recurring questions deserve a product investigation.

HOW FAR IT CAN GO

Combine a management summary with Ask Intelligence: inspect why an item is stuck, open its evidence and prepare a decision brief. Later compare agreed improvements with actual use and outcomes.

Meaningful measures depend on agreed definitions and reliable business records.

KEEP THE SYSTEM UNDERSTANDABLE

Greater capability. Clearer human control.

As the intelligence estate grows, PCI can also help govern how it operates. People should be able to understand what happened, inspect output quality and decide which improvements are worth making.

Execution integrity
Understand what ran and what happened.

Quality
Review support, completeness and usefulness.

Cost
Observe usage and investigate exceptions.

Drift
Spot meaningful changes over time.

Improvement
Turn recurring weaknesses into proposals.

Release control
Test, review and introduce changes deliberately.

WHAT IT DOES

Intelligence Assurance connects operating evidence with review and improvement. PCI Control is PCI's internal operating and Assurance environment; clients receive the appropriate service and health view for their commissioned scope.

WHERE THE VALUE CAN COME FROM

Potential value: easier diagnosis, clearer accountability and improvements that preserve the evidence behind each decision.

WHAT THIS COULD LOOK LIKE

- Repeated corrections reveal a source or explanation that needs attention.
- Unexpected research cost prompts investigation before further usage.
- A proposed improvement is tested and reviewed before controlled release.

HOW FAR IT CAN GO

Build intelligence systems that become easier to understand and improve over time. Quality, cost and actual use can inform the next change while people retain authority over release.

Assurance supports human judgement; it does not make every answer automatically correct.

ADVANCED DIRECTION · 1 OF 2

Grow around the next worthwhile business problem.

Once knowledge, evidence and review are connected, additional commercial problems become easier to scope. These are optional expansion directions, selected around the business rather than added automatically.

Quotation & pricing intelligence

Prepare a quotation pack using authorised terms and current prices; flag unusual discounts, missing costs and approval needs.

Tender & specification intelligence

Map requirements to product evidence, identify gaps and organise a bid decision before the team commits its effort.

Supplier & supply-risk intelligence

Connect lifecycle and supplier signals with approved purchasing or component records to show where investigation may be worthwhile.

Service & installed-base intelligence

Bring configuration, service history and recurring faults together for better triage, reviewed guidance and owner-led upgrade conversations.

Regulatory & standards intelligence

Track selected changes and organise potentially affected products, documents and claims for review by the appropriate specialist.

WHERE THE VALUE CAN COME FROM

Potential value: less repeated preparation, clearer exceptions and better evidence reaching the person responsible for the decision.

HOW FAR IT CAN GO

The architecture can grow around the business problem, with the sources, connections and specialists appropriate to each extension.

Each extension is scoped separately and retains the relevant specialist's authority.

ADVANCED DIRECTION · 2 OF 2

From better context to deeper decision support.

The connected foundation can support longer planning horizons and more specialised work. The useful question is which next capability would help your people make a better decision.

Patent & technology intelligence

Explore technical themes, related patent families and emerging approaches to prepare a more informed concept study and specialist review.

Forecasting & demand intelligence

Combine reconciled orders, quotations and pipeline into scenarios with visible assumptions, then compare expectations with later outcomes.

Territory & commercial planning

Bring account coverage, application potential, partner rules and team capacity together to help prioritise visits, campaigns or distribution.

Deeper controlled action

Carry an approved decision into selected tasks, sample requests or record updates, with confirmation of what actually happened.

Specialised engineering support

Organise requirements, variants, calculations and test evidence through suitable tools so qualified engineers can review a better-prepared work product.

WHERE THE VALUE CAN COME FROM

Potential value: clearer planning assumptions, more focused specialist preparation and less administration after an authorised decision.

HOW FAR IT CAN GO

Connect research with planning, then carry selected approved decisions into existing systems. Preserve responsibility as the system gains reach.

Deeper action requires explicit permission; engineering and legal decisions retain professional authority.

ILLUSTRATIVE ASTERON JOURNEY · 1 OF 2

One technical reference opens a better conversation.

Imagine Asteron Flow Systems investigating Northmere Engineering, a fictional maker of modular process-cooling equipment. A public manual references a component category relevant to Asteron. That small observation begins a connected investigation.

01 Technical source
Cooling manual

→

02 Discovery
Relevant component

→

03 Account context
Northmere Engineering

↓

04 Qualification
Check decision control

→

05 Why Now
Fictional expansion

→

06 Hub
Source + open questions

↓

07 Right person
Verified specifier

→

08 Approved communication
Reviewed enquiry

→

09 Response
Monitoring context?

WHAT IT DOES

Preserve the source, investigate the application and check who controls the specification. A fictional expansion announcement adds a possible reason to investigate now.

WHERE THE VALUE CAN COME FROM

A sales conversation can begin with useful context, a specific application and a clear question instead of generic outreach.

WHAT THIS COULD LOOK LIKE

- The Hub keeps the reference, account context and open questions together.
- A verified specifier receives a reviewed enquiry offering a relevant technical discussion.

HOW FAR IT CAN GO

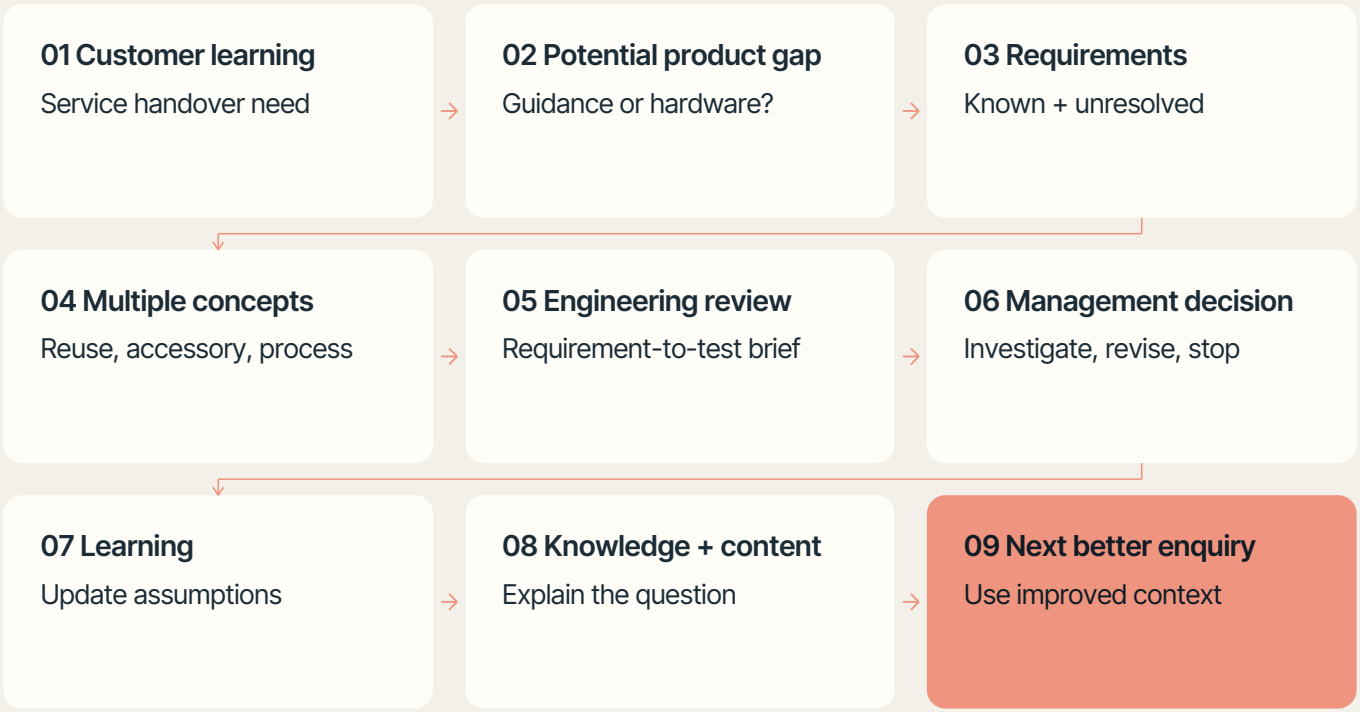
Asteron's approved knowledge and founder voice shape the message. The illustrative reply adds requirements, questions and a next step to the opportunity.

Entirely fictional; this new illustration describes a possible commissioned journey, not a recorded result.

ILLUSTRATIVE ASTERON JOURNEY · 2 OF 2

The conversation becomes a better development decision.

In the imagined reply, Northmere asks for clearer monitoring context during service handovers. Similar questions from other fictional enquiries suggest something worth investigating: missing guidance, an existing configuration issue or a genuine product gap.



WHAT IT DOES

Turn the customer question into a gap investigation. Preserve known facts and open requirements; compare several concepts before qualified engineering and management review.

WHERE THE VALUE CAN COME FROM

Potential value: customer context reaches engineering intact, options become easier to compare and investment decisions begin with clearer evidence.

WHAT THIS COULD LOOK LIKE

- Compare existing guidance, an accessory and a process-only alternative.
- Prepare a requirement-to-test brief for qualified engineering review.

HOW FAR IT CAN GO

Management chooses a limited investigation or stops the proposal. Findings and later feedback improve approved knowledge, qualification and educational content.

Entirely fictional. Engineering retains design authority; the illustration contains no completed tests or validated demand.

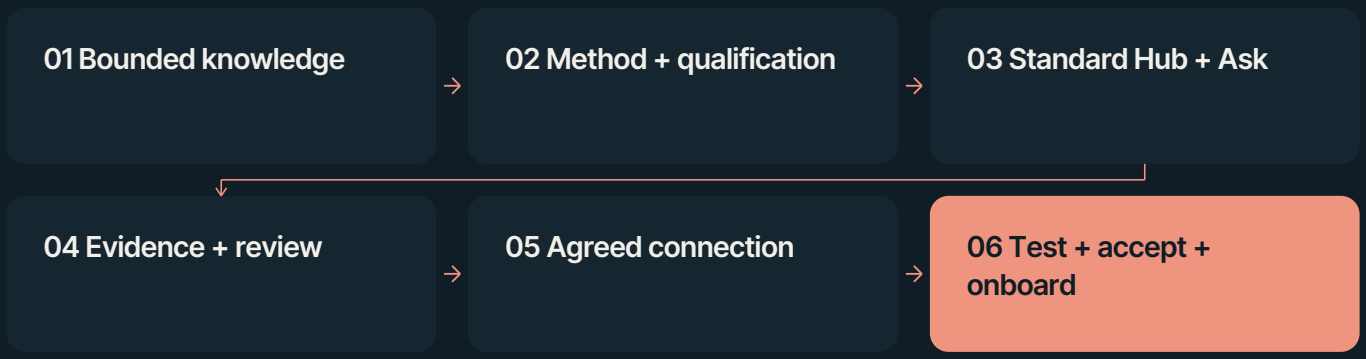
FOCUSED PCI IMPLEMENTATION

One worthwhile problem. A usable intelligence capability.

Focused PCI implementations start from £7,500. Each engagement is scoped around one clearly defined commercial-intelligence capability and includes the foundation required to make that capability genuinely useful. More complex integrations, bespoke logic, additional data sources, further capabilities or wider deployment are scoped separately.

FOCUSED IMPLEMENTATION

FROM £7,500



WHAT IT DOES

The agreed job can include a bounded Client Knowledge Foundation, one discovery Engine or method, standard qualification and evidence, a standard Hub, read-only Ask and human review. Testing, acceptance and onboarding complete the usable capability.

WHERE THE VALUE CAN COME FROM

Potential value: address a meaningful bottleneck, reduce manual preparation and make better context available to the team that needs it.

WHAT THIS COULD LOOK LIKE

- Research one technical application and prepare evidence-backed opportunities for review.
- Surface dormant-customer potential with the account owner's context and approved next steps.
- Create a useful content route around approved product knowledge and recurring customer questions.

HOW FAR IT CAN GO

One straightforward agreed connection can support the job. Complex data cleanup, bidirectional writeback, extra Engines or departments, bespoke redesign and external actions require additional scope. A focused capability can stand alone or support a later phase.

Care & Improvement is an optional ongoing service, scoped separately.

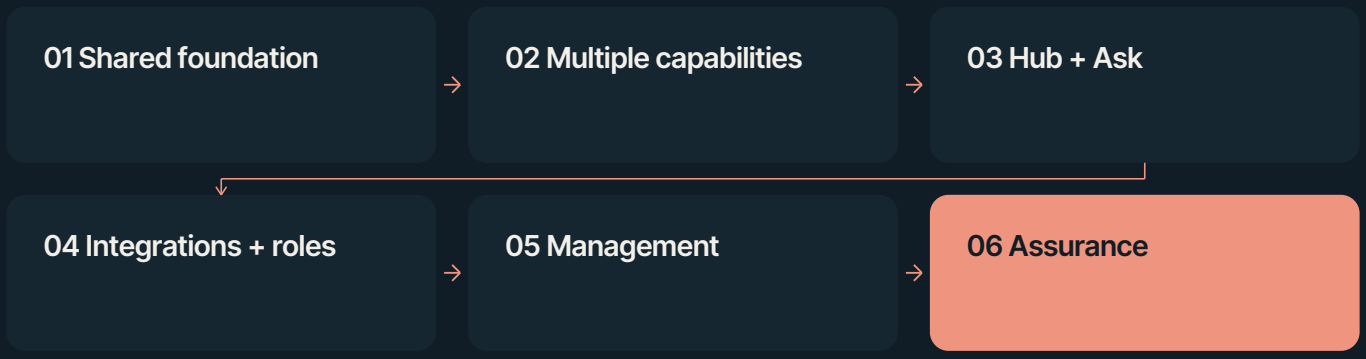
FULL COMMERCIAL INTELLIGENCE PLATFORM

A connected environment across the business.

Phased programmes from £70,000. A broader programme connects multiple capabilities and business functions around shared knowledge, evidence and decisions. Sales, technical specialists and management can work from a consistent intelligence foundation.

PHASED PLATFORM PROGRAMMES

FROM £70,000



WHAT IT DOES

Combines knowledge foundations, multiple intelligence capabilities, a Hub, Ask, agreed integrations, role-based access, management views and Assurance. The programme defines how information moves between teams and where human decisions remain necessary.

WHERE THE VALUE CAN COME FROM

Potential value: less fragmented work, more reusable expertise and better continuity as evidence passes between commercial and technical functions.

WHAT THIS COULD LOOK LIKE

- Discovery feeds qualification and sales; customer replies inform content and product investigations.
- Ask connects approved company knowledge with the evidence inside opportunities and review decisions.
- Management sees priorities and bottlenecks across the commissioned capability set.

HOW FAR IT CAN GO

Deliver useful phases in sequence. Prove the foundation, connect priority capabilities and extend only where adoption, evidence and the next business problem justify the investment.

The price is a starting point for agreed scope, not every future feature indefinitely.

A PRACTICAL ROUTE INTO PCI

Assess. Land. Prove. Expand. Improve.

The full capacity is a direction. Your first engagement should solve a worthwhile problem. A focused implementation may be all you need; expansion follows useful evidence and the next justified business priority.

Assess
Find the worthwhile business problem.

Land
Build the bounded first capability.

Prove
Review usefulness in real work.

Expand
Connect the next justified capability.

Improve
Learn from use and refine deliberately.

WHAT IT DOES

Begins with the business question, available knowledge and existing systems. Agree useful scope, introduce it to the team and evaluate actual use before deciding whether to deepen or broaden the environment.

WHERE THE VALUE CAN COME FROM

Potential value: a clearer first commitment, useful milestones and expansion tied to observed needs rather than platform ambition alone.

WHAT THIS COULD LOOK LIKE

- Land with one evidence-backed discovery capability; prove the review process before adding another source.
- Start with internal knowledge reuse, then consider a selected public assistant.
- Keep a focused implementation when it meets the business need.

HOW FAR IT CAN GO

Optional Care & Improvement can support the commissioned environment as sources, users and priorities change. The next improvement begins with what people actually use and where difficulties recur.

Scope, responsibilities, acceptance and ongoing support are agreed for each engagement.

THE NEXT USEFUL CONVERSATION

What could connected intelligence do for your business?

See it. Understand it. Apply it. Explore PCI through a synthetic manufacturer, then consider how the same methods and illustrative bespoke intelligence engines could serve your own business.

TRY THE LIVE DEMO

Explore the synthetic Asteron manufacturer and illustrative applications in Software / SaaS, Construction, Professional Services and Ecommerce / Consumer.

Open the Asteron live demo

FREE COMMERCIAL SYSTEMS ASSESSMENT

Understand where PCI could create useful commercial capability around your own business.

phillipscommercial.co.uk/assessment/

TALK TO JOSH

Discuss a worthwhile first capability or a phased connected platform, with the scope your business needs.

phillipscommercial.co.uk/contact/

ABOUT THIS GUIDE

Asteron is a synthetic demonstration, not a real client deployment or evidence of real commercial outcomes. Sector examples illustrate possible client-specific systems; they are not claims of deployed client engines. Connections and specialist work are scoped individually.

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