

	Statista		
	Ben Ainsley (COO)	Danilo Carvalho (Head of Finance)	Tiago Santos (Head of Data and Performance)
Cost	Cheapest option	More cost effective, however with not as much features available	Cheaper than the other two options, but more limited in scope
Have they delivered service before? / Or proven ability to deliver contract?	Not as far as I am aware	Not aware of previous service	Teams in HQ might have used it, but never in any LATAC post as far as we are aware
Full geographic coverage of Region (Key criteria)	No not all markets	Limited coverage	Only partial coverage
Level of sector detail and relevance to DIT Sectors	Patchy - has some sectors in detail but not that up to date and gaps around sectors of future e.g AI	Not all priority sectors are covered	Does not cover all sectors, nor all markets, such as the Caribbean
Past reliability/views of other DIT stakeholders	Unknown	Unknown	Unknown
Is some sort of tailored question answering service provided?	No	Not available	No
Is the platform able to be measured in terms of usage?	Unknown	Unknown	Typically it is something that these types of platform offer, but this has not been made evident to us
Does the service allow for a granular level of sector trade data?	Unknown	Appeared not to be able to deliver to granular level	Unknown

Euro Monitor

	Ben	Danilo	Tiago
Cost	Most expensive option	Cost seems very expensive for offer	Most expensive. An all inclusive plan could potentially cost even more than what was quoted to us.
Have they delivered service before? / Or proven ability to deliver contract?	No	Negative	No
Full geographic coverage of Region (Key criteria)	Key markets, but not all e.g unsure about level of detail for some eg. Vz	Limited	Limited - lacks data in certain Central American and Caribbean countries
Level of sector detail and relevance to DIT Sectors	Detailed and relevant	Some good background on sector knowledge on some sectors. However some of these are not top-tier for DIT LATAC (i.e Food and Drink)	Very detailed level of detail, especially about local markets
Past reliability/views of other DIT stakeholders	Unknown	From past 5 years working for DIT, no record of working directly with them. The organise free webinars but no direct service.	They are perceived as reliable, but apart from attending a free webinar occasionally or reading one of their articles, we have not used their services at all
Is some sort of tailored question answering service provided?	No	No	No
Is the platform able to be measured in terms of usage?	Unknown	Unknown but seems likely	Very likely yes
Does the service allow for a granular level of sector trade data?	Yes. Also more interactive and user friendly	Yes	Yes, through a tool they call "Industrial", a sort of interactive map

BN Americas

	Ben	Danilo	Tiago
Cost	Mid option	More expensive than Statista	Mid-range option in terms of cost
Have they delivered service before? / Or proven ability to deliver contract?	Yes has been used by some LATAC markets and EH. Well known by Teams and teams understand platform. We know it has info we need	Yes. Also validated as Prism supplier in past. Successfully delivered	Yes - used extensively by the OBNI network in DIT Chile and some other markets in the region
Full geographic coverage of Region (Key criteria)	Yes	Positive	Yes
Level of sector detail and relevance to DIT Sectors	Yes - has key sectors e.g. LS and Infra. Used extensively by LS team in past. But also broad so good for EH usage.	Broadly used by the DIT Enquiry Hub to support sectors teams across the LATAC region	Yes, extensive use by certain sector teams (Infrastructure comes to mind) and by the Enquiry Hub team
Past reliability/views of other DIT stakeholders	See comment above	Very positive feedback from Chile team, Senior Team in DIT LATAC and various other colleagues	Very positive feedback overall
Is some sort of tailored question answering service provided?	Yes - package of options included that we can tailor questions	Available with a certain amount of options and limited times team can access service	Yes, although this is dependant on the level of detail we require
Is the platform able to be measured in terms of usage?	Unknown	Monthly reports can be provided by account manager	Yes, they can provide a monthly report showing how much we have used the platform on a user level
Does the service allow for a granular level of sector trade data?	No	Negative	No

Highest Outcome Against Criteria

Cost	Statista is cheapest
Have they delivered service before? / Or proven ability to deliver contract?	BN Americas
Full geographic coverage of Region (Key criteria)	BN Americas
Level of sector detail and relevance to DIT Sectors	BN Americas
Past reliability/views of other DIT stakeholders	BN Americas
Is some sort of tailored question answering service provided?	BN Americas
Is the platform able to be measured in terms of usage?	BN Americas
Does the service allow for a granular level of sector trade data?	EuroMonitor

PANEL DECISION

	B	D	T
Panel individual preferred choice	BN Americas	BN Americas	BN Americas
Panel agreed choice	BN Americas	BN Americas	BN Americas
Rationale	Although panel really liked interactive map feature of EuroM, extra costs wasn't seen as worth it especially given all markets were not covered. Panel agreed on BN Americas due to: 1) Previous very positive experience of using the tool and successful delivering of contract 2) Sectors covered 3) Markets covered 4) Mid-tier in pricing		