

“RegTech Associates delivered exactly what we needed to get clarity on our strategy for entering the RegTech market and significantly accelerated our decision making process.”

*Felix Danczak
Head of Strategy, Signal*

SIGNAL



About

Signal is an AI-powered decision support company that aggregates, analyses and makes sense of the world's data, transforming them into actionable insights for business leaders. Cutting edge artificial intelligence enables businesses to track changes to their world in real-time – from competitors to their own reputation – with certainty and clarity. Signal gives business the information they need to know and the information they didn't know they needed, to make smarter, faster business decisions.

The Problem

Signal already had a very successful product in the PR and Communications sector and for the last 18 months had been working on a number of opportunities in regulation and compliance in financial services. They were keen to understand whether they should be considering moving into RegTech in a more strategic manner and where their product fits in the RegTech market, but didn't have the expertise in-house to take on a detailed market evaluation.

The Solution

Signal engaged with the advisory team at RegTech Associates who took a detailed look at the product and its capabilities so they could identify where Signal would best fit in the overall RegTech market. Once this was established, they assessed the size of the market opportunity and who the key competitors were. RegTech Associates developed a detailed use case and associated user personae which were then validated with market participants, allowing the identification and prioritisation of a set of product capability and feature gaps. Finally, RegTech Associates presented an indicative go-to-market strategy, based on the market validation and understanding of how other products were being sold in this space.

The Results

The RegTech Associates team, with a combination of commercial experience, domain expertise and industry experience, delivered clear-sighted strategic research, giving Signal a greater understanding of this market. Thanks to their work, Signal knew exactly what they would need to do to execute their strategy and go-to-market plans for regulation and compliance in financial services.