

PRISM competitive intelligence

A shared reference for product decisions and competitor conversations.

*Suggested PRISM actions are AI-generated discussion material, not Nick's recommendations or approved JLL/PRISM guidance.

Why it is useful

Prepare for competitor deals. Compare Cove and Visitt positioning, capabilities, customer praise and friction, with supporting sources and questions to test in a deal.

Answer product and design questions. Follow 58 workflow outlines, including 16 with reviewed details, and inspect 1,334 attributed visual assets. Sources and unknowns stay visible.

Keep up with changes. Customer-review checks run daily. Product documentation, releases, company posts and market context are collected weekly, followed by an AI-generated GTM digest.

What has been built

A hosted research library, searchable evidence, Markdown exports and a 15-tool read-only MCP for colleagues' AI tools. Cloudflare runs the website and scheduled jobs; Exa, Firecrawl, Apify, public APIs and FRED supply public evidence.

Posts and reviews are analyzed with Gemini via OpenRouter; a separate Cloudflare AI model drafts the digest. The September 29 release passed 95 automated checks, with live guide retrieval and downloads also verified.

A useful first step

Try one active Cove/Visitt deal or product question: "Compare amenity reservations. Show the steps, screens, source dates and unknowns, then identify what we should check in PRISM." Use the answer to focus a discussion and identify missing evidence.

Scope to keep in mind

Public-source research, not an authenticated product benchmark. Original reports and UI maps retain their evidence dates. Internal PRISM systems are not connected; audience comments remain an unscheduled pilot. Source restrictions and provider limits can leave gaps.

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