



# **Advanced Competitive Intelligence for Innovation and Product Development**

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Innovation in companies needs relevant information and intelligence, with different perspectives. Valuable linkages between markets, products, competitors, technologies and IP are often hidden.

Even though every company does some sort of intelligence, not every company has a formalized intelligence process. Frequently intelligence is organized by each different function (strategy, marketing, product development, R&D, IP): this creates knowledge silos and increase costs.

Advanced Competitive Intelligence can boost key innovation and technology management processes inside companies. Innovation and Product Development are by nature complex processes, that require integrated, cross-functional and sharable competitive market & technology intelligence.

Innovation and product development Intelligence system must provide both **early warning** about market and technology risks and opportunities and critical knowledge to answer the following questions:

- Has our idea already been developed? Who are key players to monitor?
- What are target markets? How large are them? Which are the business, investments and technology drivers/barriers?
- Which are main innovation areas? Who are the innovation leaders? Emerging technologies?
- What are the best partners for collaborative R&D? Which technology areas and products are they focusing on?
- How to assess the technology lifecycle development maturity? Can we buy technologies or patents?
- What are competitors doing on Products, Technologies and IP?
- Who is patenting? Where? On which technologies?
- What is the best IP strategy for the innovation we are producing? How to avoid IP infringement and technology risks?

The webinar proposes a practical approach, experiences and tools in advanced competitive intelligence by presenting real cases for mid-size and large companies.

## Webinar objectives

- Identify competitive intelligence requirements for Innovation and Product Development (Key Intelligence Topics)
- How to organize and integrate the intelligence infobases (market, product, competitor, technology and IP)
- Explore the implementation issues of an advanced competitive intelligence system
- Demonstrate practical cases

## Webinar Audience

The webinar is designed for Senior Management and key Professional of the following functions:

- R&D
- Technology/Innovation Management
- Product Planning
- Strategy and Business Development
- Competitive Intelligence
- Finance

**Webinar participation is free, for information and subscription [click here](#)**

## ABOUT ICM INDUSTRIAL AND ICM RESEARCH

**ICM Industrial** ([www.icm-industrial.ch](http://www.icm-industrial.ch)) delivers Systematic Innovation and Technology transfer Services to accelerate the innovation and the transfer to the market.

ICM Industrial supports Large Companies, SMEs, Research Centers, TTO and Innovation Networks to implement the Systematic Innovation Processes particularly in Open Innovation Environment, Technology Transfer and Collaborative R&D. Services are provided through IRM® Platform (Innovation Relationship Management), an advanced digital applications environment of competitive intelligence, innovation and technology management best practices and processes. The company has the economic and technology know-how and tools applied by its experts and professionals in different industries and technology fields in the most advanced European countries.

**ICM Research** ([www.icm-research.com](http://www.icm-research.com)) delivers actionable Competitive Market & Technology Intelligence Services to support critical business and technology decisions, anticipate the competition's moves, adding a perspective of external conditions and alert the management with early warning of both threats and opportunities. ICM Research is specialized in research and Competitive Intelligence, with dedicated industry and technology/IP analysts and experts staff. ICM Research's Competitive Intelligence (CI) services help organizations integrate and use market, technology and IP intelligence in their business, strategic, R&D, Technology, IP and Risk Management processes. ICM Research has the state of the art processes, tools, information and data bases to deliver high-value added CI services. Hundreds of studies, reports and recurring monitoring have been delivered for different business and technology needs. The firm owns an advanced Global Competitive Market & Technology Intelligence Service Platform with public and proprietary infobases continuously updated and organized by industries, players, technologies and patents.

### Industries and technologies competences

- |                        |                           |                             |
|------------------------|---------------------------|-----------------------------|
| ▪ Aerospace            | ▪ Green Building          | ▪ Pharmaceuticals           |
| ▪ Automotive           | ▪ ICT                     | ▪ Public & Private Research |
| ▪ Biochips             | ▪ Life Science            | ▪ Secondary batteries       |
| ▪ Chemistry            | ▪ Luxury Goods & Services | ▪ Semiconductors            |
| ▪ Cleantech            | ▪ Materials               | ▪ Smart Grid                |
| ▪ Consumer Goods       | ▪ Mechatronics            | ▪ Software                  |
| ▪ Electronics          | ▪ Media/Digital TV        | ▪ Telecommunications        |
| ▪ Energy & Environment | ▪ Medtech                 | ▪ Textile/Apparel           |

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