

ICM Industrial launches CMTI™ digital platform for integrated Competitive Market & Technology Intelligence

- **For the first time on the market, a Competitive Intelligence Platform provides a seamless integration of Markets, Competitors, Technologies and IP intelligence to support the decision-making processes and fast reactions to competitive threats and opportunities**
- **Early warning and actionable intelligence are provided to managers and professional involved in product/process development, innovation and technology management, business development, IP strategy and monetization**
- **CMTI provides information bases, alert, briefings, reports customized for the competitive environment of companies by reducing the costs of intelligence activities, getting tracked, qualified and constantly updated information and sharing competitive knowledge inside organizations**
- **The platform is the fall out of the know-how and experiences developed in hundreds of Competitive Intelligence projects in the fields of market strategies, innovation, R&D and technology valuation, IP management and technology transfer in leading markets and industries**

Geneva, 3rd February 2015

ICM Industrial, innovation and technology transfer company of ICM International group, launches **CMTI™ - Competitive Market & Technology Intelligence** digital platform, the first offering of integrated markets, competitors, technologies, and intellectual properties information bases, that provides advanced on-line intelligence services from monitoring to briefings, research and insights.

CMTI supports industrial manufacturing companies in taking critical business and technology decisions, anticipating the competition's moves, adding a perspective of the competitive environment and alerting the management with early warning of both threats and opportunities.

Complexity of global economy, industries, business and technology demands for a continuous and structured Competitive Intelligence to support and take critical decisions. But few companies have a formalized intelligence process and systems, even though many of them do some intelligence activities. Frequently intelligence is organized by each different function (strategy, marketing, product development, R&D, IP): this creates knowledge silos with several information sources and low integration.

This situation produces high costs in terms of: intelligence analysts resources, process (tracking, qualifying, organizing and updating information), usage of different tools and lack of flexibility and scalability. The consequences are: poor systematic accumulation and sharing of competitive knowledge, lot of information but few actionable intelligence and early warning, and inadequate support to key cross-functional decision processes.

“The critical issue is not merely the availability of information, but rather to understand how the various technological, competitive and market information can fit together and what they mean for the company. We have implemented the CMTI platform to overcome the information fragmentation, integration and continuously updating issues and to significantly reduce the intelligence costs by leveraging the proven know-how developed by ICM Industrial and ICM Research”

underlines Pier Angelo Biga, ICM Industrial CEO

CMTI supports activities and key decision-making in the following business processes: Business and Market strategy, Technology & Innovation management, IP management, R&D Strategy, Technology transfer, Targeting and scouting for partnerships, JV and acquisitions.

The platform provides selected, qualified and organized information and knowledge bases about the company's competitive environment in terms of integrated markets, competitors, technologies and intellectual properties. The infobases, organized by Industry and Technology Areas, are constantly kept updated in an automatic way by Intelligence Analysts of ICM Research.

CMTI services are scalable and flexible and can be used at different level of complexity regardless the size of the end user organization. CMTI services are available on pay-for-use model or on premise and are implemented by using a worldwide leading "cloud computing" application and technology platform scalable without limits with certified security and 24 hours 7 on 7 days access".

CMTI application is based on Microsoft® Sharepoint® 2013, empowered by "xRM platform" of our technology partner BPA Solutions®.

The state-of-the-art technology allows easy customization and integration of external infosources and social interfaces. Clients can access the services and customize its own intelligence system by integrating its internal information with the external one provided by ICM.

For more information, visit: <http://www.icm-industrial.com/irmplatformservices/cmti.html>

About ICM Industrial and ICM Research

ICM Industrial (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) 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.

Contact(s) information

Gianluca Valsoano

+41 22 747 7832

gianluca.valsoano@icm-research.com