

COMPETITIVE MARKET & TECHNOLOGY INTELLIGENCE

IRM[®] CMTI PLATFORM

WHAT IS IT?

IRM[®] CMTI is a structured Competitive Intelligence digital platform, based on integrated markets, competitors, technologies, and intellectual properties information bases, that provides on-line intelligence services from monitoring to briefings, research and insights.

IRM[®] CMTI supports companies in protecting and enhancing their current market position and getting early warning and actionable intelligence to monitor risks and leverage opportunities coming from their competitive environment.

WHY COMPETITIVE INTELLIGENCE IS A PRIORITY?

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: people (intelligence analysts), 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 pieces of technological, competitive and market information can *fit together* and what they mean for the company.

IRM[®] CMTI overcomes the above issues with the proven know-how, experiences and tools developed by ICM Industrial and ICM Research in hundreds of intelligence projects with SME, clusters, large corporations in the field of market strategies, innovation, R&D and technology valuation, IP management and technology transfer in leading markets and industries.

WHICH ARE THE BUSINESS NEEDS ADDRESSED?

IRM[®] CMTI helps managers and professional to:

- Assess competitor's technological positions and strategies
- Monitor competition's moves
- Develop Technology Strategies
- Identify & Monitor technology and IP "gaps" in strategic markets
- Define market entry strategies
- Assess the competitive positioning
- Develop new products
- Determine R&D investment allocation decisions
- Benchmark the technology & IP portfolios
- Monitor IP litigation risk
- Identify technology scenario and opportunities
- Select industrial and technology partners
- Identify targets for potential licensing, JV, M&A Transactions
- Identify technologies for in-licensing
- Support the M&A strategic IP due diligence
- Support technology licensing deal flow

WHICH OPERATING PROCESSES DOES IRM® CMTI SUPPORT?

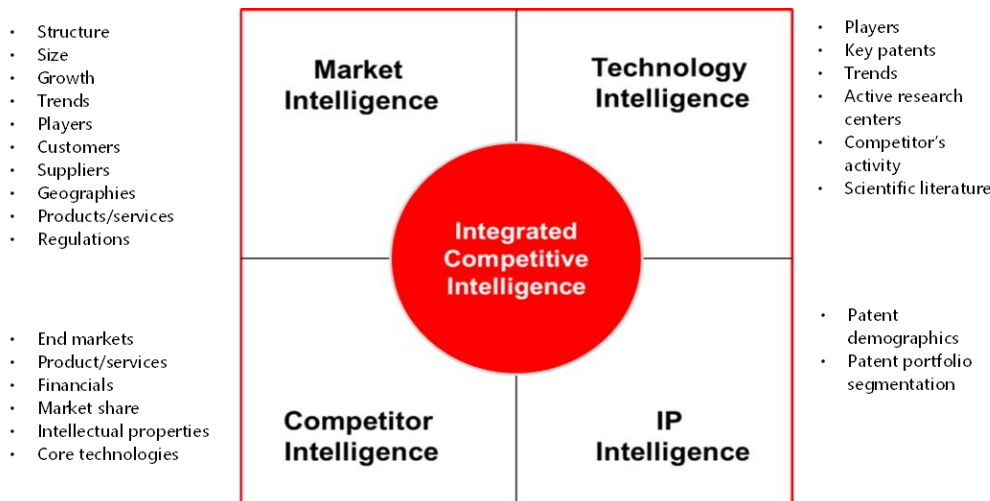
IRM® CMTI supports activities and key decision-making in the following business processes:

- Technology & Innovation management
- IP management
- R&D
- Product development
- Business and market strategy
- Technology transfer
- Targeting and scouting for partnerships, JV and acquisition

WHAT TYPE OF INFOBASES ARE AVAILABLE?

The platform provides selected, qualified and organized information and knowledge bases about the company's competitive environment in terms of markets, competitors, technologies and intellectual properties.

ICM tracks, qualifies, organizes, integrates and updates the following content regarding the competitive systems of your company:



Infobases are constantly updated automatically or by Industry and Technology Intelligence Analysts of ICM Research.

WHICH COMPETITIVE INTELLIGENCE SERVICES ARE AVAILABLE?

IRM® CMTI services provided have different level of sophistication. In our experience the best approach is to start with "Competitive Market and Technology Monitoring" entry service that provides the following functionalities:

- Organization and integration of your competitive environment infobases: end markets, competitors, technology fields, intellectual properties
- Update, monitoring and alert: users are alerted (email, SMS, posting) on each change in the information bases either in real-time or in scheduled-mode (daily, weekly, monthly)
- Automatic flow of selected news about:
 - Markets & Players: market research and trends, player moves
 - Competitors: new product announcements, press releases, acquisition, events, management announcement, new market entries, patenting
 - Technologies fields: trends, innovation and patenting activities
 - Intellectual Properties: new patent publication, new extension
- Reporting: a set of standard reporting tools that enable the design of specific dashboard or report on your:
 - Competitors
 - Technology field
 - Market segment
 - Geographies
 - Patents
 - Customer innovation/IP
 - Supplier innovation/IP

WHICH IS THE TECHNOLOGY BEHIND?

IRM® CMTI application is based on Microsoft® Sharepoint® 2013, empowered by "xRM platform" of our technology partner BPA Solutions®. The service is integrated in a "cloud computing" company-dedicated application environment which allows the access to services and their seamless integration with the internal and external processes of companies.

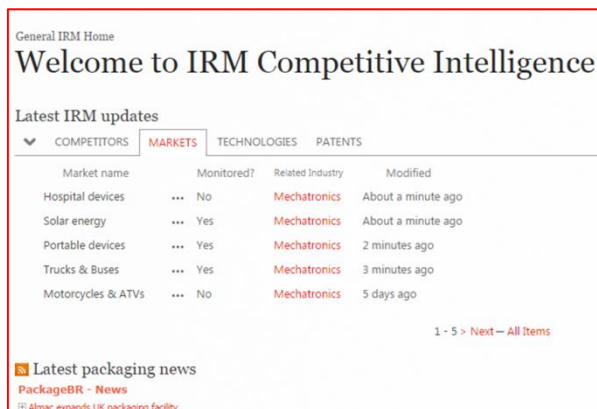
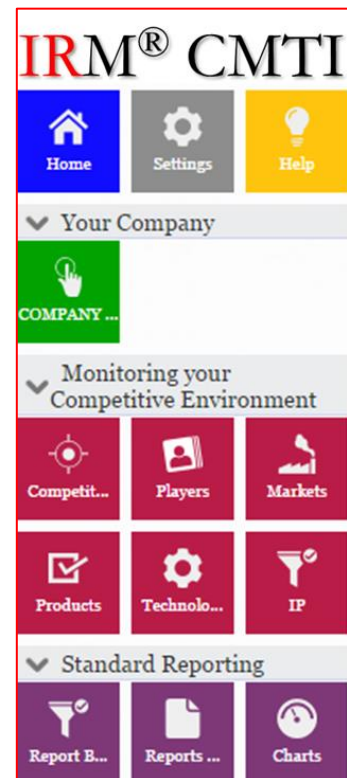
The state-of-the-art technology allows easy customization and integration of external infosources and social interfaces. Furthermore it can be used as a document and content management tool to share information and documents within the organization.

Security is guaranteed by the a global leading provider of cloud solutions and daily backups.

HOW DOES A USER ACCESS THE SERVICE?

Services are available 24/7, via cloud computing, through the Internet.

The system is easy-to-use, scalable, flexible and can be used at different level of complexity regardless the size of the end-user organization.



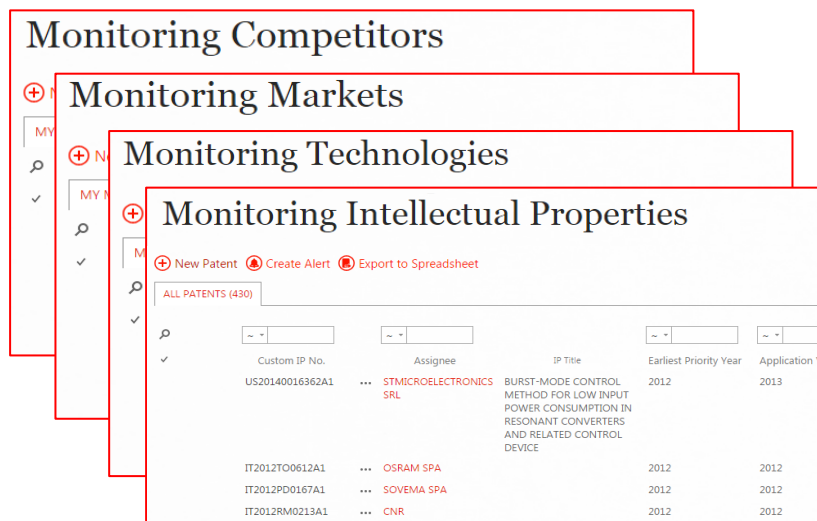
HOW THE SERVICE IS DEPLOYED IN YOUR ORGANIZATION?

First step is the definition of the scope of the intelligence service (eg. number of markets, competitors, technology fields, IP, other) based on your management priorities (Key Intelligence Topics). Then the service can be customized in terms of users (different permission levels are possible), alert frequency, ad hoc reporting.

ICM builds, uploads the necessary information bases, and keep them constantly updated.

The system can run with no effort for you: every information and document update that flows into the system is provided by ICM.

Users of the service are trained and on-line support is guaranteed.



WHAT ARE THE MAIN BENEFITS?

Organizations that deploy IRM® CMTI can achieve the following benefits:

- better and cross-functional shared understanding of competitors strategies and moves, market opportunities, innovation and technology trends, IP strategies thanks to the integration of relevant infobases
- early warning about market, technology and IP risks and opportunities
- improve the idea generation process in product innovation thanks to the integration of intelligence infobases
- leverage the internal knowledge and information frequently organized by function, fragmented and not shared
- access to a flexible, scalable service easy to use and organized by competitive intelligence Professionals
- reduce costs by focusing the efforts in using the intelligence and not build the systems
- no ICT investments

WHY ICM?

ICM INDUSTRIAL PROFILE

ICM Industrial delivers Innovation and Technology transfer Services to accelerate the innovation and the transfer to the market.

ICM Industrial supports Large Companies, SME, 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.

Service delivery is also supported by a qualified network of collaborations and contacts with high profile Competence and Research Centers specialized on critical technologies and engineering disciplines in many industries

www.icm-industrial.ch

ICM RESEARCH PROFILE

ICM Research 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. Clients can access the services and customize its own intelligence system by integrating its internal information with the external one provided by ICM.

www.icm-research.com