Integrated competitive intelligence and its critical role in marketing success

Digital Marketing Conference
July 13, 2016

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Session Content - Key takeaways

✓ A clear definition of the integrated competitive intelligence framework

✓ Illustrated business case history example - Mapping the customer experience and an outline of the intelligence requirements

✓ Some examples [3] of marketing initiatives that are robustly supported by various types of intelligence activities.
The 3 major truths

• Global and vastly connected world
• Data abounds
• Garbage in is still garbage out
Intelligence defined

your company’s critical decision support system - critical decision support system - set of frameworks, best practices, tools for the collection, synthesis and fusion of data points to bring insight to strategic market competitive moves...

Why use an intelligence framework?

“Ultimately, all this pointed out to poor research, lack of cultural integration, ignorance of local culture on the part of Nestle that put the sales of its baby products at risk. Had the company researched the new territory well where it was going to make a sale, it would have undone much of the negative interpretation people formed of their product there.”
comprehensive integrated intelligence™ consists of four major components regardless of industry...

<table>
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<th>P1 - integrated intelligence skill sets fusion</th>
<th>F1 - integrated environment or eco system</th>
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<td>F2 - integrated CSF planning life cycles</td>
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Nan Bulger, 2016 - Article "The Evolving Role of Intelligence: Migrating from Traditional Competitive Intelligence to Integrated Intelligence" has been published on Taylor & Francis Online. It is available at: http://www.tandfonline.com/doi/full/10.1080/23800992.2016.1150691.
P1 – Integrated intelligence skill sets

EI - Economic Intelligence [FI – Financial Intelligence, PI – Pricing Intelligence]

CI - Competitor Intelligence

CII – Customer Insights and Market Research

CTI – Competitive Technical Intelligence

MI - Market Intelligence

BI – Business Intelligence [SI – Sales Intelligence]
what intelligence sets did I integrate to develop my findings?

- Voice of customer
  - CII/MR/CTI
- Customer Profiling
  - CII/MR
- Con-joint
  - CII/MR

Integrated Intelligence

- Regional Market Dynamics
  - EI/MI
- Regulatory Requirements
  - EI

- Industry Market Attractiveness
  - BI/FI
- Development of new materials
  - CII/CTI

- Competitive Landscape Analysis
  - CI
- Climate change
  - EI

- Acquire
- Penetrate
- Develop

Intelligence

Recommended Decision Choices
Integrated intelligence fusion with other operational and decision making disciplines

P1 - integrated intelligence skill sets fusion
F1 - integrated Environment or eco system

P2 - integrated intelligence disciplines fusion
F2 - integrated CSF planning life cycles

today's example - intelligence in support of customer experience

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...we know that we have to be more comprehensive in our decision frameworks to meet the demands of global markets
Global environments require me to understand each global “business ecosystem” using my intelligence toolkit.

Our strategy must reflect consideration of these forces and meet the needs of the customer experience.

The business eco system

P1 - integrated intelligence skill sets fusion

F1 - integrated Environment or eco system

P2 - integrated intelligence disciplines fusion

F2 - integrated CSF planning life cycles

Social Cultural

Technologies, Innovations and Disruptors

Existing & Potential Customers/ Tapped & Untapped Markets

Competitor Landscape Forces

Demographic, Economic

Regulatory, Legal, Political, Crisis, Reimbursement Payment Systems

they have an effect on each other as well

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customer centricity modeling™ and the “business ecosystem” gives me a framework for focusing on customer situational awareness.

The business ecosystem

- Social Cultural
- Technologies, Innovations and Disruptors
- Regulatory, Legal, Political, Crisis, Reimbursement Payment Systems
- Demographic, Economic
- Competitor Landscape Forces
- Existing & Potential Customers/ Tapped & Untapped Markets

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...and intelligence skills and techniques help lay the ground work for a robust analysis of the eco system and customer experience.
Case study...a “real life” customer experience story

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F1 - integrated Environment or eco system

P2 - integrated intelligence disciplines fusion

F2 - integrated CSF planning life cycles
...what steps do we take?

1. map the critical success factor lifecycle and then map each part of the customer experience for the life cycle….not just your customers BUT your customer’s customers!

2. Understand the driving forces in the eco system for all parts of the customer experience process and value chain by integrating your intelligence based insights into an end to end solution for the critical success factors in the value chain

3. research, monitor, adjust
Case study...a “real life” story...selling an experience, not a product

4 Challenges – Accurate Outcomes, Cost to Value, Patient Comfort/Satisfaction, After Market Service

the customer experience – patient care to human care
...meeting the needs of their customer and their customers’ customers
Each critical success factor has a customer experience attached to it. Our customer’s experience with us and our customer’s customer experience with them.

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3. Research, monitor, adjust.
...our customer’s experience with us

...our customer’s customer experience [end user experience] with them

Our customer
Our customer’s customer
all along the customer experience, intelligence is supporting the decision processes in collaboration with other disciplines through set, rigorous intelligence based decision processes using decision frameworks.
Result – Ambient environment

Provided for differentiation, market and product extension, better outcomes, patient satisfaction, research and service improvements
in summary...

“good decisions don’t happen in just one part of the business.

...they happen as a result of collaborative collective insight generated through rigorous, targeted collection, analysis via best in class decision frameworks.”
✓ Build good networks

✓ Understand intelligence and use it to build globally specific eco-system knowledge

✓ Use disciplined intelligence based decision frameworks to formulate solutions
✓ And recognize that when you arrive at a position in marketing, you have arrived at the need for sound intelligence

✓ Thank you for your time!