

European

# Competitive Intelligence Summit 2007

*The largest gathering of European intelligence professionals from business and industry.*

**Bad Nauheim (Frankfurt) Germany, 24-26 October 2007**



- **analysis**
- **avoiding blind spots**
- **business intelligence**
- **business planning & analysis**
- **competitive intelligence**
- **economic intelligence**
- **early warning**
- **forecasting**
- **market intelligence**
- **market research**
- **mergers & acquisitions**
- **new product development**
- **primary collection**
- **proposal management**
- **sales support**
- **scenarios**
- **secondary collection**
- **strategy**
- **technical intelligence**
- **wargaming**

**scip**  
Society of  
Competitive Intelligence  
Professionals

**dcif**  
[www.scip.org](http://www.scip.org)  
[www.dcif.de](http://www.dcif.de)

deutsches  
competitive  
intelligence  
forum

**Registration Brochure**

# 2007 Competitive Intelligence European Summit

## Message from the chair, full schedule

Dear Colleagues,

It is with great excitement that I extend an invitation to you to attend the 2007 European Competitive Intelligence Summit! While this is the twelfth annual program offered, much is new and unique to this conference.

### A program built on partnership

The 2007 program is the first joint effort of the Society of Competitive Intelligence Professionals and the Deutsche Competitive Intelligence Forum. This joint effort marks the culmination of affiliating these two important organizations that serve the field of competitive intelligence. Volunteer leadership from both organizations have worked diligently to develop a program that speaks to the global education and training needs for CI professionals.

### Content that challenges and informs

2007 continues a recent tradition of bringing a mix of CI experts, corporate practitioners, and academics together to deliver great content. Presenters representing great global brands such as Cisco, Ford, SAP, Sara Lee, and Shell—just to name a few—will offer best practices, techniques, and insights into the geo-political challenges faced by multinational firms.

### Solutions from vendors and service providers

Both in the exhibit hall and in sessions, solutions to the toughest challenges faced by CI professionals will be offered by software providers, professional service firms, and information aggregators. The exhibit hall will serve as the hub of your summit experience; you won't want to miss a minute!

In addition to the opportunities for learning, there will also be a significant amount of time dedicated for networking, both formally and informally. I urge to join us for this important gathering and I look forward to personally welcoming you to Bad Nauheim!

With warm regards,



Rainer Michaeli  
2007 Program Chair

### Expert Talks

Join facilitated CI Expert Talks held throughout the conference where interactive panel discussions with CI experts engage the audience. Expert talks provide you with an opportunity to exchange experiences with colleagues and to address CI issues not covered in-depth during the session presentations! Be prepared to contribute actively and passionately – or simply enjoy the high caliber exchange of CI best practices.

**NEW**

### Delegates Receive:

- Access to five pre-conference workshops with introductory to advanced topics
- 25 core sessions on topics
- Presentations from intelligence community's only student competition
- An intelligence exhibition with the latest products and services
- Networking opportunities include breaks, lunches, and receptions

### Full Schedule (subject to change)

#### Wednesday, 24 October 2007

Pre-Summit Workshops (available for an additional fee)

7:30 am – 5:00 pm Summit Registration

8:00 am – 8:30 am Continental Breakfast

8:30 am – 4:30 pm Workshops

12:00 pm – 1:00 pm Lunch for Workshop Attendees

#### Thursday, 25 October 2007

Main Summit

7:30 am – 8:30 am Breakfast

7:30 am – 4:45 pm Registration/Exhibits

8:30 am – 10:00 am General Session

10:00 am – 10:30 am Break

10:30 am – 11:15 am Sessions

11:15 am – 11:30 am Break

11:30 am – 12:15 pm Sessions

12:15 pm – 1:30 pm Lunch

1:30 pm – 2:15 pm Sessions

2:15 pm – 2:30 pm Break

2:30 pm – 3:15 pm Sessions

3:15 pm – 3:30 pm Break

3:30 pm – 4:45 pm General Session

7:00 pm – 9:00 pm Networking Dinner

#### Friday, 26 October 2007

Main Summit

7:30 am – 8:30 am Breakfast

7:30 am – 5:30 pm Registration/Exhibits

8:30 am – 10:00 am General Session

10:00 am – 10:30 am Break

10:30 am – 11:15 am Sessions

11:15 am – 11:30 am Break

11:30 am – 12:15 pm Sessions

12:15 pm – 1:30 pm Lunch

1:30 pm – 2:15 am Sessions

2:15 pm – 2:30 pm Break

2:30 pm – 3:15 pm Sessions

3:15 pm – 3:45 pm Break

3:45 pm – 4:30 pm Sessions

4:30 pm – 5:30 pm Closing Reception

## General Sessions

Thursday, October 25, 8:30 AM-10:00 AM

### Market Intelligence at Cisco

**Michael von der Horst, Managing Director Internet Business Solutions Group Europe, Cisco Systems GmbH**

Cisco is known for its strong rebound after the Internet crisis in 2001 and the successful entering of new markets such as security, IP communications or consumer connectivity products. One important element of this success is a structured and multi-faceted approach towards competitive intelligence. Dr. von der Horst will give an overview of the different elements of Cisco's activities in competitive intelligence and how they support Cisco's strategy formulation and execution.

Thursday, October 25, 3:30 PM-4:45 PM

### Building Your CI Community

**Michael Belkine**

Join the European CI Community for a presentation and dialogue that will provide the SCIP board of director's insight into the needs and behaviors of the European CI community. Findings from this discussion will be incorporated into strategic discussions as the board plans for SCIP's future. Our discussion will focus on the following:

- Identifying national experiences in the formation and building of professional gatherings and education of CI communities.
- Defining common denominators in your experience with pursuing professional development opportunities; identify what has gone well, and what has not.

Friday, October 26, 8:30 AM-10:00 AM

### "What Happens Next?" An Executive Panel

Join senior executives as they answer the following key questions:

- What are the key challenges facing your company or industry in the future?
- What are the key competitive challenges you expect to encounter?
- What role will competitive intelligence play in addressing these challenges?
- How will the competitive intelligence function change from where it is today?
- What should your company's management do to help make this successful?

Wednesday, October 24, 8:30 AM-4:30 PM

### Structuring an Effective CI Organization

**Michael Nash, Managing Partner, ATC Market Analysis, LLC**

**English Language Workshop.** This workshop will provide guidance for structuring an effective CI organization to support both strategic business and tactical proposal requirements. By building on a foundation based on an agreed business development process, a CI function can be established with clearly defined responsibilities which relate directly to needs of the parent organization. When work products of the CI function are specifically related to business development responsibilities, they in turn form the basis for cost justification of retaining and developing CI professionals supported by sufficient staff, reference material, and travel budgets to accomplish their tasks in a timely manner.

- Learn the importance of relating CI organization structure to parent organization's business development process requirements
- Learn to define both strategic and tactical "building blocks" of reusable competitive intelligence
- Learn the application of CI process to predict competitive offerings and price-to-win

### Using the Internet & Online Sources for Competitive Intelligence

**Arthur Weiss, Managing Partner, AWARE**

**English Language Workshop.** This workshop will look at how, why, and when the Internet and online sources should be used for competitive intelligence research. The workshop will examine various Web search tools and the range of online sources, and their differences, and provide advanced techniques for finding information. The session will cover: specialist tools for finding information on people, news, and selected industries; when to pay for information and what to pay for; evaluating the quality of Web-based material; finding new developments; and when to stop, move on and use primary research approaches.

- Recognize the types of CI that can be found online, and what can't, how to use the results to inform primary research, and when to move onto primary research
- Discover techniques for finding CI, using online sources, that go beyond basic Internet search tools such as Google including specialist search engines, deep Web sources and pay-to-use sources
- Learn ways of using the Internet and online sources to analyse a competitor, seeking hidden intelligence that may not be immediately seen by casual searchers

Wednesday, October 24, 8:30 AM-12:00 PM

### Competitive Intelligence: Principles & Practice

Sheila Wright, Principal Lecturer, De Montfort University  
Co-Presenter: Craig Fleisher, Ph.D., Professor of Management, Odette School of Business

**English Language Workshop.** Most people move into CI after having been successful in another business discipline such as marketing, sales, product development, M&A, R&D, manufacturing, engineering, operations, or finance. Some may have had exposure to several aspects of a firm's activities and understand what makes a firm "tick." This workshop is highly relevant for individuals who are now being asked to extend their influence through CI, are providing intelligence to internal customers, managing CI-related projects, or are acting as a catalyst for information exchange within their organisation. This workshop draws attention to the various facets of CI practice such as placing the CI job into context, designing the CI process, conducting a needs assessment, ratifying information, securing senior management buy-in for CI, making the CI-strategy link, implementing information exchange, achieving CI practice across the firm and achieving value-added CI.

- Learn the principles and processes of effective, ethical CI practice
- Understand how to manage expectations of your role within the firm
- Learn how to progress from a data collector to an effective CI contributor

### Conference and Trade Show Intelligence: Gathering and Protecting Information

Jonathan Calof, Professor, University of Ottawa

**English Language Workshop.** Properly organized, it has been shown that it is possible to collect more information in three days at a conference or trade show than you could in one year by any other means. This workshop looks at some of the best practices on how to develop and implement a successful event intelligence program. Learn the trade secrets from the authors of Conference and Trade Show Intelligence and lessons learned from the author of Competitive Intelligence Magazine's popular column - event intelligence. Bring material from your next conference and trade show and start to work on your own event intelligence work plan.

- Find out ways to run an event intelligence mission; even as a one person team
- Discover how others have gotten buy in from management and support from other employees for event intelligence
- Learn advice from leading experts in event intelligence including how to prepare your CEO for a trade show, how to protect valuable information at events, and how to successfully interview at trade shows

Wednesday, 24 October 1:00 PM-4:30 PM

### A Cascade of Analysis for Business Insight

Craig Fleisher, Ph.D., Professor of Management, Odette School of Business  
Co-Presenter: Sheila Wright, Principal Lecturer, De Montfort University

**English Language Workshop.** This workshop is designed for the intermediate level CI professional. Those who are looking to bring more added-value to their work, seeking insight rather than data, and are being asked to support key organisational decisions will benefit most from attending. An initial instruction session will set the framework for analysis and introduce the cascade orientation, starting at the macro-environmental level, moving to the industry and market, next through to the SBU and then to competitor level. Some commonly used, but frequently misused frameworks will be examined, along side others which have been developed by the presenters. Exercises, mini-case studies and examples will be used to enhance and increase the velocity of learning and familiarity of purpose.

- Develop an understanding of the need to critically evaluate analytical techniques
- Learn how and when to adapt and/or combine techniques for specific purposes
- Appreciate how analytical techniques can inform the decision making process

### A CI Software Solution for Information Retrieval and Analysis

Dorthea Jantos, Research Assistant, Institute for Business Management

Co-Presenter: Sven Wallschus, CEO and CFO, im-brain GmbH

**German Language Workshop.** This half-day workshop will explore the uses of the Osivo Research Project that will explore issues and provide a solution to CI professional's challenge with secondary source collection and analysis. The Osivo system will be used to show the in-depth technical challenges and possibilities to define, develop and manage CI solutions including: Information Retrieval/Procurement, Learn what should be taken into consideration, which Internet pages are most suited for information retrieval, Information Analysis: Identify existing methods and technical solutions, the alternatives and limits.

- Determine the value of information obtained using the Internet and its application for CI
- Understand how competitor-related information can be obtained efficiently using the Internet without restriction
- Learn the advantages of associative technologies as part of CI solutions

**Thursday, October 25, 10:30 AM-11:15 AM**

## The Seven Paragraphs of Value Adding Intelligence

**Magnus Hoppe, Lecturer, Mälardalen University College**  
**English Language Conference Session.** This presentation discusses how intelligence can be viewed as a tool for counteracting organizational drawbacks as myopia and bounded rationality that explains why organizations display blind spots. A checklist for value adding intelligence, co-developed with CI practitioners of Swedish multinationals and former intelligence personal from the Swedish armed forces will be the focus of this presentation. This inductive construct based on an empirical study carried out in 2006, identifies seven areas that must be addressed and tailored to achieve best organizational fit.

- Learn to use a checklist for immediate use in improving the CI function's organizational fit.
- Encounter a new definition of intelligence as a way of thinking, leaving pointless discussions about functional definitions.
- Gain insights how to expand the CI function's internal domain.

## Competitive Intelligence in China

**Hans Fuchs, Ph.D., President, CHINABRAND**

**German Language Conference Session.** In China, the political system and some business practices of Chinese market participants lead often to unfair competition. Therefore Western companies are forced to obtain more competitive information, compared with other foreign markets. For many Western companies in China, competitive intelligence is an essential tool of competitiveness and an indispensable basis for both strategic decisions and tactical measures in the day-to-day business. Well provided with relevant information, they can offset disadvantages, resulting from unfair competition, and defend their competitive advantages.

## Gain More Insight Using Patent Information

**Urs Dommann, Senior Executive, Evaluserve**

**English Language Conference Session.** Patent analysis can create significant value for a company by helping it understand and predict technological trends and competitor technical capabilities, uncover competitor patenting strategies, and discover competitor research interests. In addition, hidden information can be extracted if patent analysis is combined with business research and the insights from all sources are synthesised by a business analyst.

- Show CI professionals the value of patent analysis for their own work
- Understand what can be extracted from patent information beyond the obvious
- Develop an understanding on how to build a patent monitoring system and how to share the resulting insights with different stakeholders

**Thursday, October 25, 11:30 AM-12:15 PM**

## Centralization of Market & Competitive Intelligence: Challenges, Obstacles, Path to Success

**Jens Thieme, Global Head of Market & Competitive Intelligence, Ciba Specialty Chemicals**

**English Language Conference Session.** In an effort to answer the call for increased global competitiveness many corporations consider improved integration of competitive intelligence into their decision processes. However, since information, knowledge, data and intelligence have always been the base for any decision by senior managers and executives many organizations struggle to recognize the need for radical change. This session reflects on the experience and progress made at a multinational company to fight fragmentation, uncontrolled spending and inefficient use of information and intelligence.

- Gain insight into a successful first year of a global CI function implementation
- Learn what elements of support and activities proved effective to be rewarded all necessary mandates
- Take away ideas and suggestions to overcome common obstacles in today's fast paced business environments

## The Business Intelligence Network of DSM: How to manage Business Intelligence (BI) Across Borders.

**Ubaldo Kragten, Manager, Business & Market Intelligence, DSM Innovation Center**

**English Language Conference Session.** Business Intelligence is considered a key competence to achieve top performance within DSM. This global operating company which is active in the production of nutritional and pharma ingredients, performance materials and industrial chemicals relies upon BI to support, advise and challenge management. Insight will be provided in how BI is set up and functions by operating unit, and how BI is cooperating over the units. DSM has established a Business Intelligence Network (BIND) and the role of this network will also be highlighted. Finally, insights will be given with respect to how DSM has organized its information disclosure process.

- Learn how to organize BI in a global, multinational company
- Understand the balance and differences between serving the operating unit and the company overall
- Explore the role and importance of a BI network within the company

## Webintelligence

**Matthias Fank, Ph. D., Endowed Professor, University of Applied Sciences, Cologne**

**Co-Presenter: Wolfgang Riecke, Ph. D., Executive Director of Public Affairs, Ford Werke Deutschland GmbH**

**German Language Conference Session.** Ford-Werke Germany and the University of Applied Sciences in Cologne are working on a collaborative project to develop a sensible approach towards processing the information that is freely accessible on the Internet. The research and subsequent monitoring was divided into press portals, web forums, evaluation portals, domain analysis and fan sites. The research results and the findings will be presented. A monthly reporting cycle was developed for selected web forums, which will also be introduced in the presentation.

- Introduction of an analysis framework for information that is freely accessible on the Internet
- Learn how to establish reporting for web forums. Learn how to sensibly make use of fan activities on the Internet
- Learn how to sensibly make use of fan activities on the Internet

**Thursday, October 25, 1:30 PM-2:15 PM**

## Web-based CI Tools: From Nice-to-Have to a Must-Have-Management Tool

**Bernd Jörs, Ph.D., Professor, FH Darmstadt**

**German Language Conference Session.** Modern scientific research in management and information science and new legal requirements (f.e. MiFiD, Basel II) re-emphasize the stringent necessity for the use of CI instruments and tools in both the management of small/mid companies and of the larger blue chip-companies. The session gives a review about different newsworthy questions of the modern web based and offline, local and global CI practice, especially with regard to the operational sub goals of reduction of overconfidence failures in (strategic) planning and project, cost, revenue management, procurement and supply chain management. With integrated superior prediction methods and the enhanced use of the information science methods for search engine optimization or search engine marketing the quality of decision making will be enhanced by web based CI tools.

- Understand CI methods as management tools to reduce overconfidence failures in strategic planning by outward orientation
- Learn to evaluate the new role of "intuition" in the era of CI information overload
- Gain insight in the necessity to strengthen web based, online CI activities as competition analysis tool

## Technology Mapping for Strategic Decision Making

**Manjula Nadarajah, Technology Strategy Advisor, Shell International Exploration and Production**

**English Language Conference Session.** The oil industry faces great and challenging change. The era of easy oil is disappearing and the industry must now focus on extracting oil and gas from more difficult, complex and harsher environments that require innovation in technology. In addition, industry dynamics are in flux, with greater competition from suppliers, niche players and customers. The ability to position and differentiate on a technological basis is becoming critical. Understanding the competitive environment is not enough; leveraging that understanding to develop strategic options for technology development is key.

- Understand how a company maps the technological and competitive landscape
- Help CTI managers explain the technology landscape to management
- Learn how to leverage technology mapping to develop strategic options by linking CTI to strategic decision-making

**Thursday, October 25, 1:30 PM-3:15 PM**

## ReQuest Student Competition

**Student Competition of Future Knowledge Managers**

**English Language Conference Session.** Every year we invite students to participate in a competition to prove their skills and knowledge. A sponsor will define a task, which has to be worked on by the students within a given timeframe. The winner will be elected at the European Summit, where representatives of the three best teams present their results. As in their future profession, the students will conduct research in teams and deliver the results to the sponsor on schedule. We recommend this competition to be part of a term homework or lecture. Furthermore, the results will be presented to a competent jury and the audience, which can comprise future employers.

### Jury members:

Prof. Dr. Wroyzek (Chair)  
University Anhalt

Prof. Dr. Ralf Wagner (D)  
University Kassel

Sheila Wright (UK)  
De Montfort University Leicester Business School

Prof. Dr. C. S. Fleisher (CAN)  
Windsor Research Leadership Chair and Professor of Management (Strategy & Entrepreneurship) Odette School of Business

Rainer Michaeli (D)  
MD DIE DENKFABRIK GmbH

Prof. Ragna Seidler-de Alwis, MBA (D)  
University Cologne

**Thursday, October 25, 2:30 PM-3:15 PM**

## Developing Price-to-Win Analytical Models

**Michael Nash, Managing Partner, ATC Market Analysis, LLC**

**English Language Conference Session.** Senior management in major aerospace and defense companies recognize the importance of effective CI in their competitive marketplace. While several companies responding to a Request for Tender may be competent to provide the required products or services, most of the time the winner is not the company with the most creative bid, but the one with the best price while meeting the program's basic requirements. Success in such a marketplace requires a process for determining the price to win for every competitive bid. Making this determination is often the responsibility of the CI organization.

- Understand importance of Price-to-Win in competitive bidding
- Learn basic structure of Price-to-Win Analytical Models
- Learn methods to improve prediction accuracy for competitive bids

## Go for the Juice! CI Support for Sales

**Bernd Hoeck, Director, GFT Solution GmbH**

**German Language Conference Session.** This presentation explains the use of CI technologies as a support to sales processes with a focus on sales related questions. Examples of issues that will be addressed are: What happened at customer A about issue B? Which issues are publicly discussed from my contact C? Who implemented a solution D for my customer E? What are our competitors communicating about a customer F? When analyzing these and other issues, the sales reps of GFT Technologies AG are supported by a CI system. The presentation will demonstrate features of the "mind access" solution as well their hands-on experience. Issues such as implementation strategies and increasing acceptance are discussed as well.

- Understand how to use CI for service businesses
- Learn to use CI as a tactical tool for sales processes
- Create sound business solutions for automated research and analysis

**Friday, October 26, 10:30 AM-11:15 AM**

## Competitive Intelligence in German Companies: Comparing Large-scale Enterprises with Middle-sized Companies

**Ragna Seidler-de Alwis, MBA, Professor, Cologne University**

**German Language Conference Session.** Increasing competition and information overload generated through globalisation and the proliferation of technology, directs more companies to deal with the subject of structured informa-

tion brokering. This presentation will show how differently medium-sized businesses and large-scale enterprises organize and administer their business information and how they deal with competitive intelligence within their companies.

- Gain insight how differently German medium-sized companies and large-scale enterprises deal with competitive intelligence
- Take away examples of own empirical research and secondary research reports

## Game Theory - A Tool to Anticipate Competitor Actions!

**Arthur Weiss, Managing Partner, AWARE**

**English Language Conference Session.** "Business is a game," proclaimed IBM founder Thomas J. Watson. It is "The greatest game in the world if you know how to play it." Game theory is an analysis technique that helps business analysts understand the rules of the game and how to play it. The technique looks at strategic situations where players choose different actions in an attempt to maximize their returns. It is ideally situated to looking at competitive strategies available to organizations, and has been used to select the best strategies in a number of commercial conflicts. The concepts behind game theory are ancient; its use as an analysis approach is new.

- Understand the background to game theory, and how it has developed as a tool for understanding competitor rivalry
- Discover how to use decision trees, payoff matrices and PARTS analysis to analyse business situations
- Learn how game theory can be used to anticipate competitor reactions

## CI Writing Award Presentations

The Deutsches Competitive Intelligence Forum (DCIF) honors excellent student papers with a Euro 500/300/200 award (winner/second/third), offered for the best student paper, thesis, case study or dissertation, covering competitive intelligence related papers and/or best practice of competitive intelligence in companies. Up to three students will be invited to present their papers to the audience



Friday, October 26, 11:30 AM-12:15 PM

## Case Study: American Airlines' Rise in Maintenance & Engineering Operations

**Cormac Ryan, President, TMA International**

**English Language Conference Session.** This session will feature a case study that addresses developing information networks. American Airlines achieved a dramatic turnaround in its Maintenance & Engineering business after five years of significant losses. Through an extensive "best practices" CI effort, American was able to implement significant operational efficiencies and cost savings – not only to address its own maintenance needs, but to become a major outsourcing organization, servicing other airlines.

- Learn best practices on how to develop information networks
- Understand how these lessons can positively affect your CI information gathering efforts

## Merger Mania: Is CI a Victim, Witness or Winner?

**Yulia Aspinall, Ph. D., Head of Library and Information Services, Cambridge Antibody Technology**

**English Language Conference Session.** The Biopharmaceutical industry is well known for its multibillion merger and acquisition activities. If you think that M&A activity was hot in 2005, then it was just lukewarm compared to what transpired in 2006 and 2007. Nearly 300 M&As were initiated and/or completed in 2006, 12 of those exceeded \$1billion! From aggressive bidding wars between giant companies to partnering deals, especially when focussed on firms with very early stage research or even promising technology platforms, M&A mania has always had a negative image.

- Understand the latest pharmaceutical M&A trends
- View examples of specific questions for biotech operational CI processes and practices
- Learn how to develop winning CI strategies and move forward in supporting post M&A company goals and vision.

Friday, October 26, 1:30 PM-2:15 PM

## Lack of Peripheral Vision – How Starbucks Failed in Israel

**Avner Barnea, CI Consultant,**

**English Language Conference Session.** Towards the beginning of April 2003, Starbucks, the world leader of coffee shops with 6000 locations worldwide, ended its operation in Israel and closed its 6 stores after almost two years of tough struggle to survive. This is the only country where Starbucks raised a white flag. Starbucks has faced difficulties in the early stages of entering to various countries but it has never reached a stage when its senior management decided to raise-up their hands admitting they could not compete successfully. The poor results achieved by Starbucks were mainly a result of lack of peripheral scanning and reading incorrectly the signals from the market. Since its failure, Starbucks did not try to make another attempt in Israel.

- Learn how to use active scanning of the markets and competitors.
- Understand the concept of Peripheral Vision and its CI applications.
- Learn about the role and the responsibility of the senior management in understanding the dynamic environment and implement it into the business strategy.

## Marshaling Resources for the Intelligence Function

**Michael Sperger, Director, Market Intelligence, SAP**

**English Language Conference Session.** Securing resource commitments for the intelligence function is one of the most important responsibilities of the CI manager. Managers must learn how to acquire funding and talent, often in budget-constrained environments, to support the intelligence requirements of the business. These skills, while vital, are often quite different from the skills that distinguish a successful CI analyst. This session will discuss issues of budgeting, recruiting, and salesmanship that are universal to all CI functions, regardless of size or organizational location.

- Identify the critical differences between required skills for CI management vs. CI analysis
- Discuss best practices for resource management in the CI function, including outsourcing and global talent
- Highlight important considerations and potential pitfalls in securing CI resource commitments



## **A Military Court Jester's View of Competitive Intelligence – A Talk on Rethinking, Contemplation and Thinking Laterally!**

**Jens Greiner, , Team Psychologie & Sicherheit (tps)**  
**Co-Presenter: Christian Muth, , FINK Security Consulting GmbH**

**German Language Conference Session.** Crossing over from a structured and military-dominated environment into the harsh and reality-driven world of business this session will look into the jester's mirror to define the value that precisely defined principles, methods and concepts bring. Considering that most authors agree on the military origins of the discipline, the speakers will attempt to break the pattern and discuss concepts such as "intelligence collection" versus "intelligence gathering," to contribute towards the development of a competitive intelligence mindset.

- Break down stereotypes and learn the benefits of taking a military approach to competitive intelligence.
- Gain insight on how these terms, techniques and methods can be used ethically to your own advantage.

**Friday, October 26, 2:30 PM-3:15 PM**

## **Creating a Competitive Intelligence Unit in a Multinational Company**

**Laura Conejos, Competitive Intelligence Manager, Sara Lee International**

**English Language Conference Session.** Creating a new department from scratch is always exciting, but when this department is Competitive Intelligence, it can even be more exciting, because it leads a change in the culture of the company to the Competitive Culture. To build this competitive culture, the first step is to create awareness about the new role throughout the organization and to engage key people. To accomplish this at Sara Lee International, we developed the Competitive Intelligence Network (CIN). The CIN acts as an extension of the arm of the Competitive Intelligence Unit.

- Share the experience of creating a Competitive Intelligence department: the difficulties and the successes
- Lead a change of mindset by building a competitive culture
- Understand the needs of a company and how to plan the creation of the unit

## **From Market Research to Knowledge Management: The Market Research Portal of T-Systems**

**Heiko Wieandt, Marketing Service Center - Market Intelligence, T-Systems Enterprise Services**

**German Language Conference Session.** Knowledge – especially the management of knowledge and its focused application – gains more and more recognition as a competitive

advantage of companies. Although knowledge determines success, unfortunately many companies are simply not aware of their existing information, let alone available knowledge. Knowledge in this sense could comprise of employees' knowledge, market research studies or knowledge from the attendance of conferences. Providing pertinent and validated information about markets, customers and competitors at any time for employees becomes a critical key success factor for companies.

- Why are self-services for employees so important?
- Which tools can be utilized to tame the information chaos in companies?
- How can even customers benefit from a well functioning knowledge management?

## **Advanced Forecasting for CI**

**Teresa Lehovd, Global Market Intelligence, Wallenius Wilhelmsen Logistics**

Is creating advanced forecast models an enhancement of company's competitive edge or a waste of energy? Assessing the size and developments of a future market is a challenging task, and if done properly, is a powerful competitive advantage for any company. There are many approaches to achieve the goal, and the process is usually long and complex. In the rapidly changing world, however, the results may not always be valid for a long time, but the process is a great value in its self.

- Share the pros and cons of applying various forecasting methods to assess future market developments
- Learn how to involve the entire organization in the forecasting process
- Understand data quality aspects

**Friday, October 26, 3:30 PM-4:15 PM**

## **Building up ABB's Business Intelligence Program**

**Daniel Niederer, Assistant Vice President, Head of Strategy Controlling & Operations, ABB Group Function Corporate Strategy**

**English Language Conference Session.** This session will provide attendees a glimpse into the inner workings of ABB's Business Intelligence Frame Work. Learn how the program currently operates, and what the future holds.

- Understand how a BI program can be built successfully with limited funds and resources
- Benchmark your BI program with ABB
- Learn how to overcome constraints in BI

# 2007 Competitive Intelligence European Summit Hotel & Travel Information



## Summit Location

Dolce Bad Nauheim  
Elvis-Presley-Platz 1  
61231 Bad Nauheim, Germany  
Phone 49 (0)6032 303

For more information about the Dolce and the town of Bad Nauheim, please visit: <http://badnauheim.dolce.com/>

## Hotel Accommodations

Delegates are responsible for arranging and paying for their own travel and accommodations. SCIP has arranged a special daily room rate of €159 single occupancy, which is inclusive of VAT tax at the Dolce Bad Nauheim. Room rates do include daily breakfast. To book a room, please contact the group reservations department at the hotel by calling 49 (0)6032 303.

In order to guarantee your discounted room rate, you must mention SCIP or Society of Competitive Intelligence Professionals and book your room by September 12, 2007. After that date, SCIP cannot guarantee a discounted room rate. Once our group block is full SCIP does not guarantee a discounted room rate. Check-in time is 2 pm and check out is at 11 am.

## Ground Transportation from Frankfurt International Airport

Dolce Bad Nauheim is only 30 km north of Frankfurt am Main, the trade fair and the International Airport. Options for ground transportation include:

## Driving Directions

The Dolce is a state of the art conference center designed for gatherings of business leaders. The facility is centrally located in Germany only 35 minutes from the Frankfurt International Airport and Frankfurt City Centre. As the venue is located 3 km (2 miles) from the A5 motorway, it is easily accessible from surrounding cities like Friedberg and Giessen and also from major cities like Darmstadt (50 min), Mainz (50 min), Cologne (1.5 hours) and Munich (3 hours).

From North on A5 Motorway Kassel/Frankfurt: Take exit Bad Nauheim. Take a right, direction Bad Nauheim, until exit Steinfurth/Eisstadion. Take this exit and turn right at traffic light down hill. Next traffic light turn left and drive until Bahnhofsalle (2. traffic light). Turn right into Ludwig-/Parkstrasse and drive appr. 1 km and turn right at 3. crosswalk into Terrassenstrasse - you will view hotel Dolce Bad Nauheim after 400 m.

From South on A5 Motorway Frankfurt/Kassel: Take exit Ober-Mörlen. Turn left and then after appr. 500 m right at the next traffic light until Bahnhofsallee. On Bahnhofsallee turn right and follow the street Ludwig-/Parkstrasse and drive appr. 1 km and turn right at 3. crosswalk into Terrassenstrasse - Dolce Bad Nauheim is located 400 meters from here. From Frankfurt International Airport Take S-Bahn to Hauptbahnhof. From there take train to Bad Nauheim.

## SCIP Contact Info

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# 2007 Competitive Intelligence European Summit Registration Form

## How to Register

- Register online by visiting [www.scip.org](http://www.scip.org) and click on European Summit or,
- Complete the form below and return it to SCIP via **fax** to: +1.703.739.2524 or,
- **Mail** to:  
SCIP Registration, Attention: Trenita Dickey  
1700 Diagonal Rd., Suite 600  
Alexandria, VA 22314, USA

## Step 1. Select Your Registration Category:

### European Summit Regular Registration

- SCIP Members: US\$750 If daily rate
- SCIP Members 1 Day: US\$375 choose your day
- Nonmembers: US\$1,015  Thurs 25 October
- Nonmembers 1 Day: US\$508  Fri 26 October
- Academic/Student/Government\*\*: US\$400

\* These fees do not include the 19% VAT tax

\*\* contact SCIP for eligibility requirements

## Step 2. Select Pre-Summit Workshops (additional cost)

### Wednesday, 24 October 2007

	Member	Non-member
<input type="checkbox"/> 8:30 AM-12:00 PM: Competitive Intelligence: Principles & Practice	US\$395	US\$595
<input type="checkbox"/> 8:30 AM-12:00 PM: Conference and Trade Show Intelligence: Gathering and Protecting Information	US\$395	US\$595
<input type="checkbox"/> 8:30 AM-4:30 PM: Structuring an Effective CI Organization	US\$695	US\$895
<input type="checkbox"/> 8:30 AM-4:30 PM: Using the Internet & Online Sources for Competitive Intelligence	US\$695	US\$895
<input type="checkbox"/> 1:00 PM-4:30 PM: A Cascade of Analysis for Business Insight	US\$395	US\$595
<input type="checkbox"/> 1:00 PM-4:30 PM: A CI Software Solution for Information Retrieval and Analysis (German language)	US\$395	US\$595

## Step 3. Provide Registrant Information

First Name	Family Name
Title	
Organization	
Address	
Address	
City	
State/Province, Zip/Postal Code, Country	
Telephone	Fax number
Email	

## Method of Payment

**Please note: In accordance with German taxation regulations all conference registrants are required to pay German VAT (19%). Please add this to your total.**

Enclosed is a **check** in the amount of: US\$ \_\_\_\_\_

Payment by **credit card** \_\_\_\_\_

VISA  Master Card  American Express

Amount to be charged : US\$ \_\_\_\_\_

Card number: \_\_\_\_\_

Card expiration date: \_\_\_\_\_

Card security number (VISA and MC, last three digits on back of card; AMEX four digits above account number): \_\_\_\_\_

Cardholder name (please print): \_\_\_\_\_

Cardholder signature: \_\_\_\_\_

**For payment by Wire Transfer, please contact Trenita Dickey at +1.703.739.0696 X101, or [tdickey@scip.org](mailto:tdickey@scip.org)**

## Cancellation Policy

**Cancellation policy and fees:** All requests for refunds must be made in writing. For requests received within 72 hours of registration, no cancellation fee will be incurred. Should you be unable to attend for any reason, please inform us **IN WRITING** no later than 21 days prior to the start date of the event. A credit voucher for the full registration amount will be issued or, if requested, a cash refund, less a 20% cancellation fee. No refunds or credits will be given for cancellations received less than 22 days prior to the event start date. There are no exceptions to these policies.

**Registration Transfer and No-Show policy and fees:** All requests for transfers of registrations must be made **IN WRITING**. Transfers may result in additional fees depending on SCIP membership status. There will be **NO REFUNDS** on transfers. **NO-SHOWS** will not be eligible for any refunds and forfeit the registration fees paid. There are no exceptions to these policies.

## Not a member of SCIP?

Visit our website at: [www.scip.org](http://www.scip.org) – become a member and begin experiencing the benefits of membership and deep discounts on this and other conference registrations.

### Each Registrant Receives:

- (1) Presentation CD-ROM
- (2) Lunches
- (1) Closing Reception
- (1) Networking Reception
- Refreshment Breaks throughout the Summit

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