



## Intelligence Services

From Information to Know How

# Agenda

- Intelligence Definition
- Purpose of Intelligence
- Intelligence Set up
- Intelligence Manager responsibilities

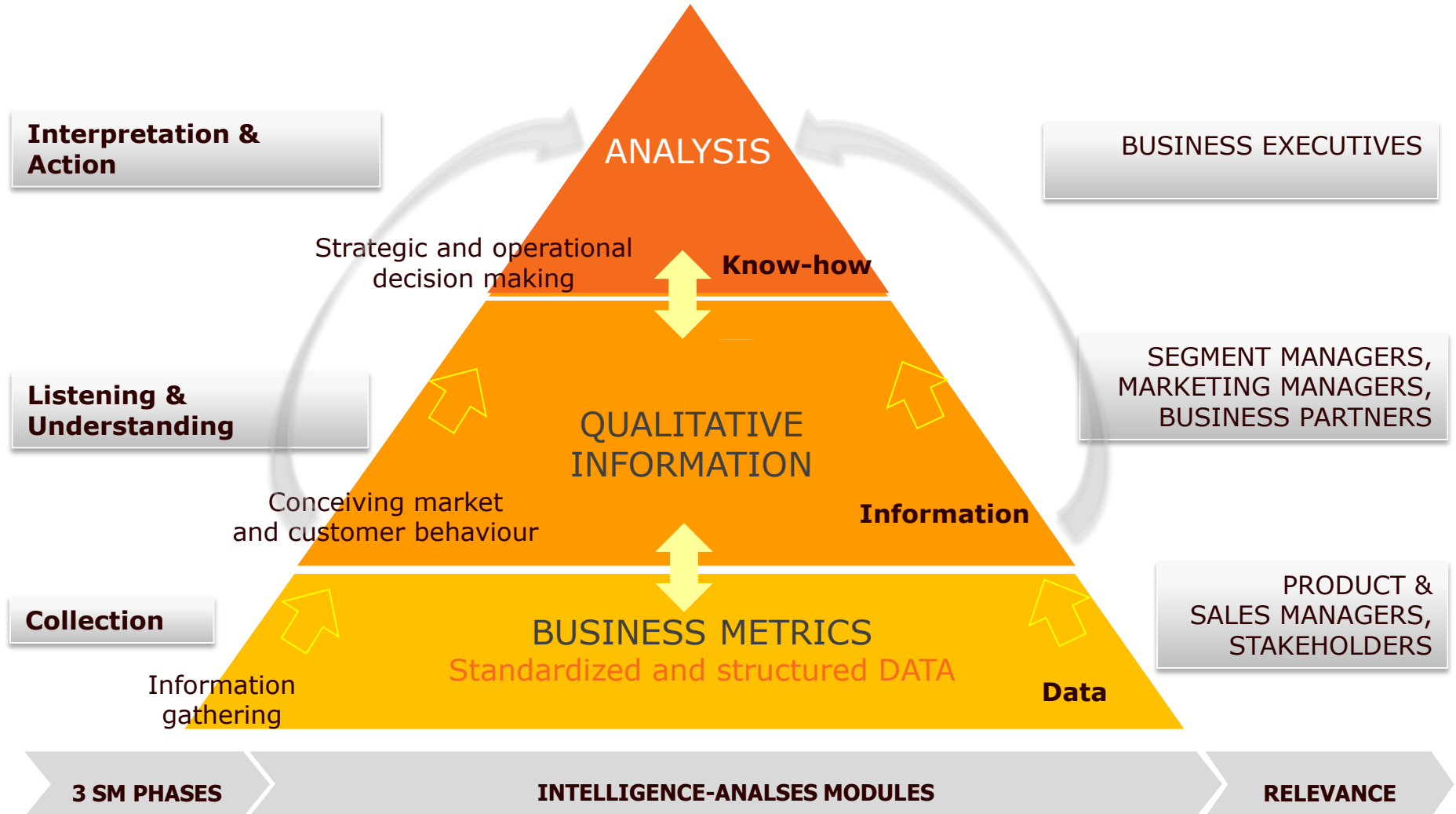
# Intelligence Services

## Definition

Intelligence Services enable a company to **identify and understand** the **key motivators** of its company's and product's **attractiveness**, customers **beliefs** and their **behaviour** as well as **competitors'** **development** and **market trends**.

# Intelligence Purpose

Turning data into Know-how

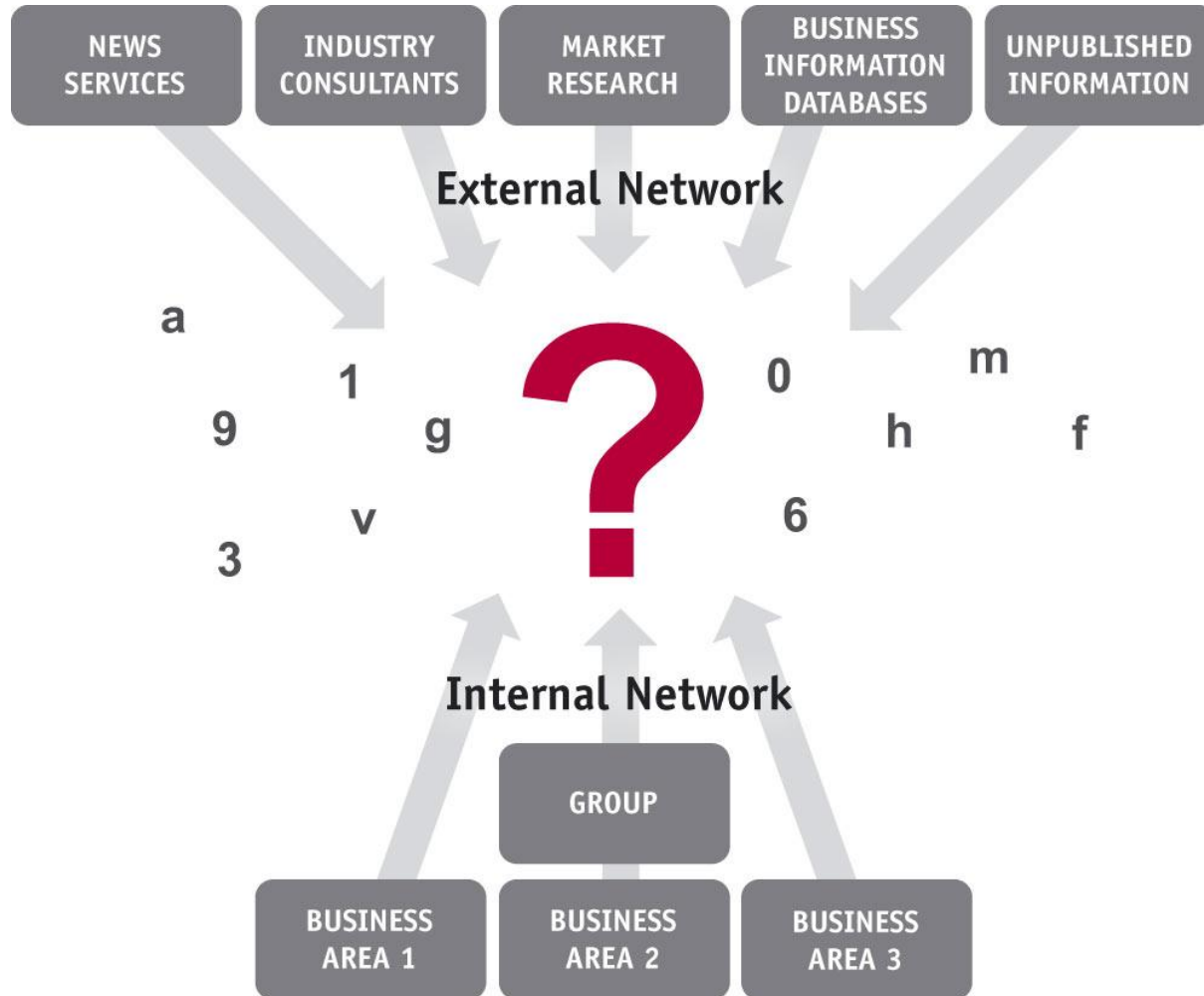


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# Intelligence Set up

How to overcome information disconnect



## Deliverables:

- **What:**  
customer & market information needed for business decision making
- **Why:**  
less effort, higher effectiveness & efficiency
- **Who:**  
All Management levels, Regions, Marketing & Sales, Product - & Services development
- **When:**  
Ongoing benefit

# Intelligence Purpose

Understanding your customers and the markets

Gain insights to enable decision making

Conclusions, Implications and Decision-Making

Project- and Process-Related Intelligence Support

Strategic Planning

Sales & Marketing

R & D

Other

Continuous Market Monitoring

Product Development, Lead Management as well as business decision-making is best supported through a **combination of continuous market- & customer monitoring as well as analysis** related to specific organizational tasks and processes.

# Benefits of Intelligence Services

Turning data into Know-how



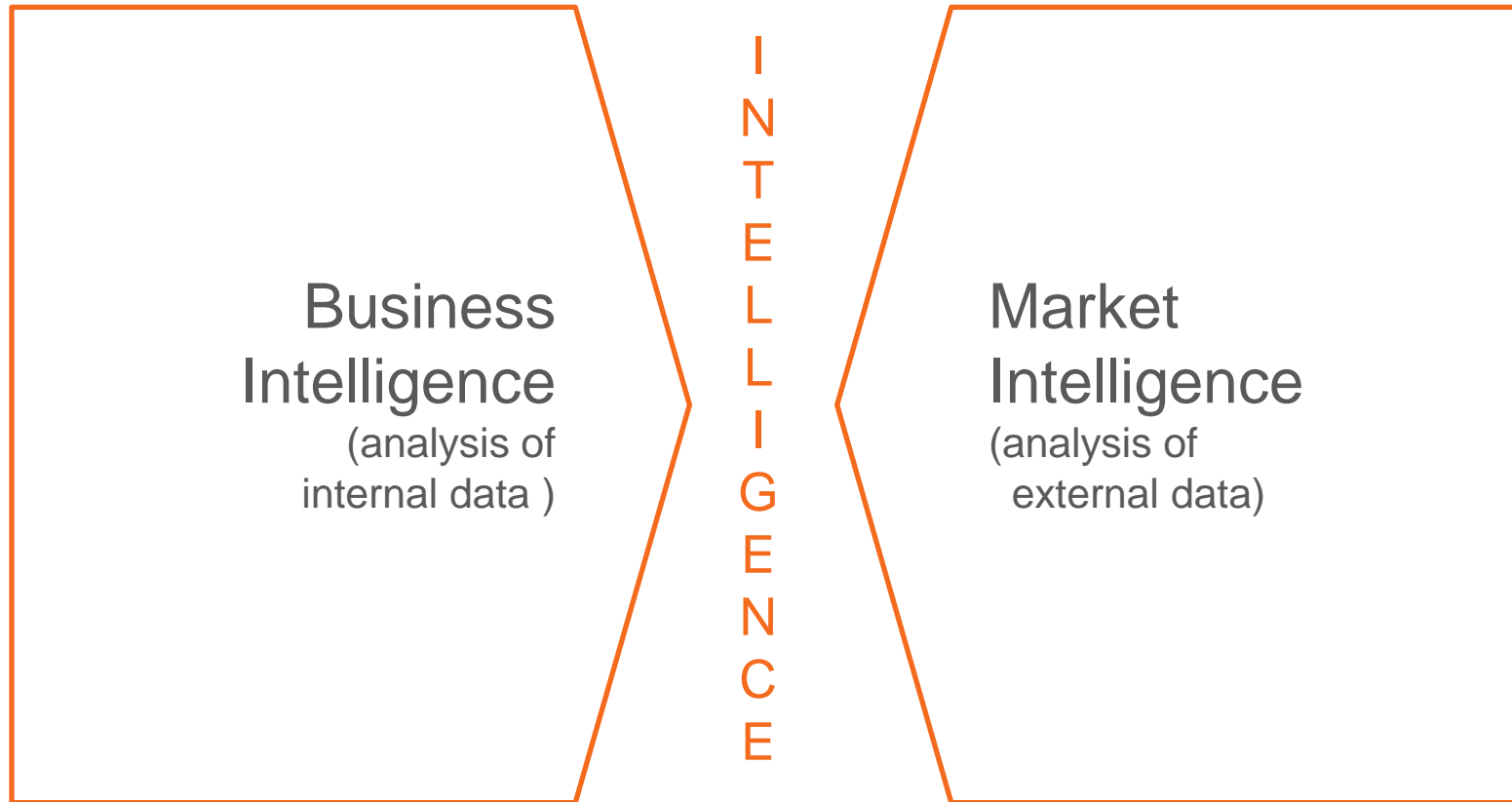
**Increasing  
competitiveness &  
profitability**



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# Intelligence Services Pillars



# Intelligence Purpose

The process of adding value to information

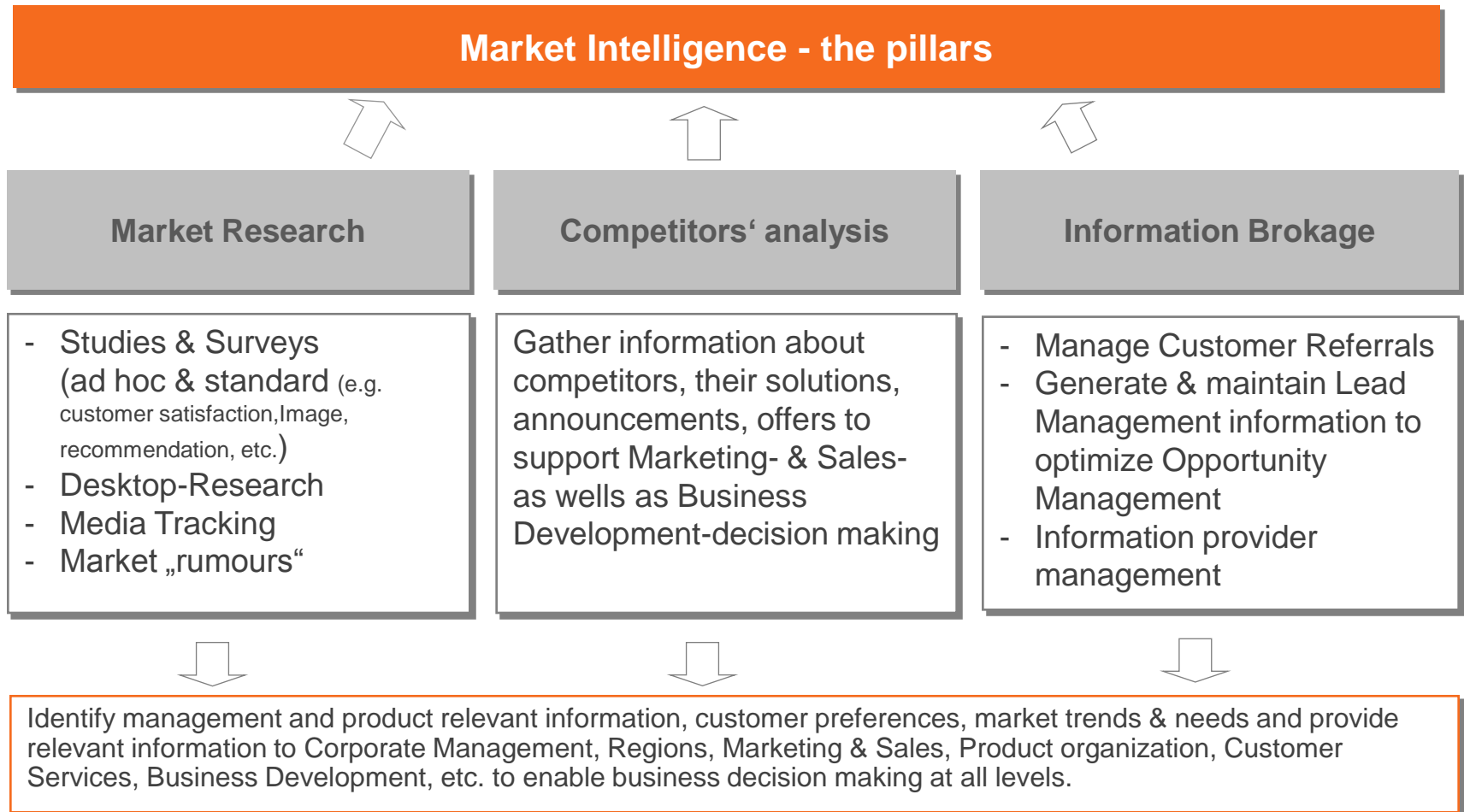


**The “intelligence cycle” reflects the continuous, systematic nature of utilizing information in backing up business decisions.**

**Within the cycle, need-based data is collected and processed through information into actionable intelligence that is communicated to its users.**

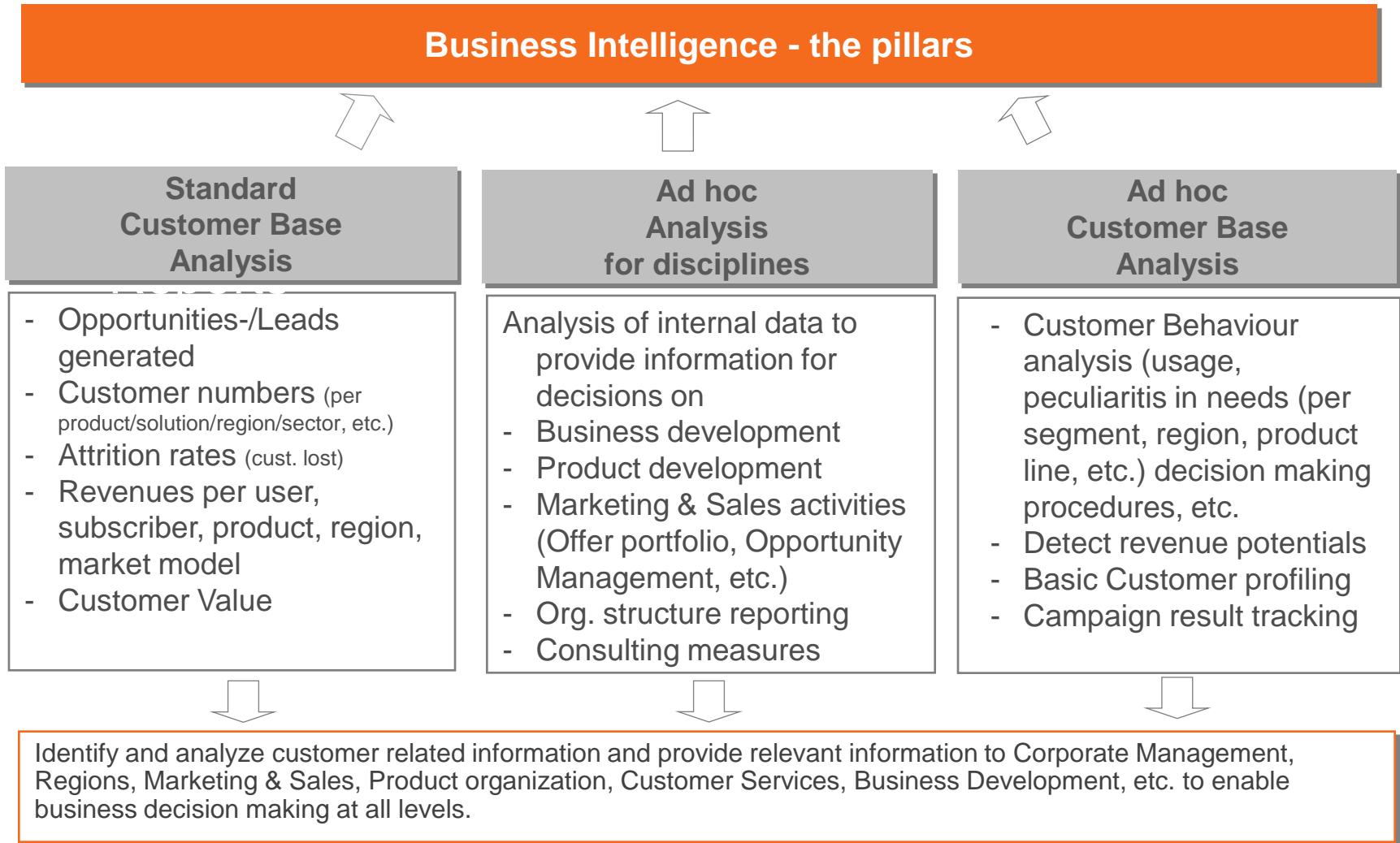
# Market Intelligence – external data

## Pillars



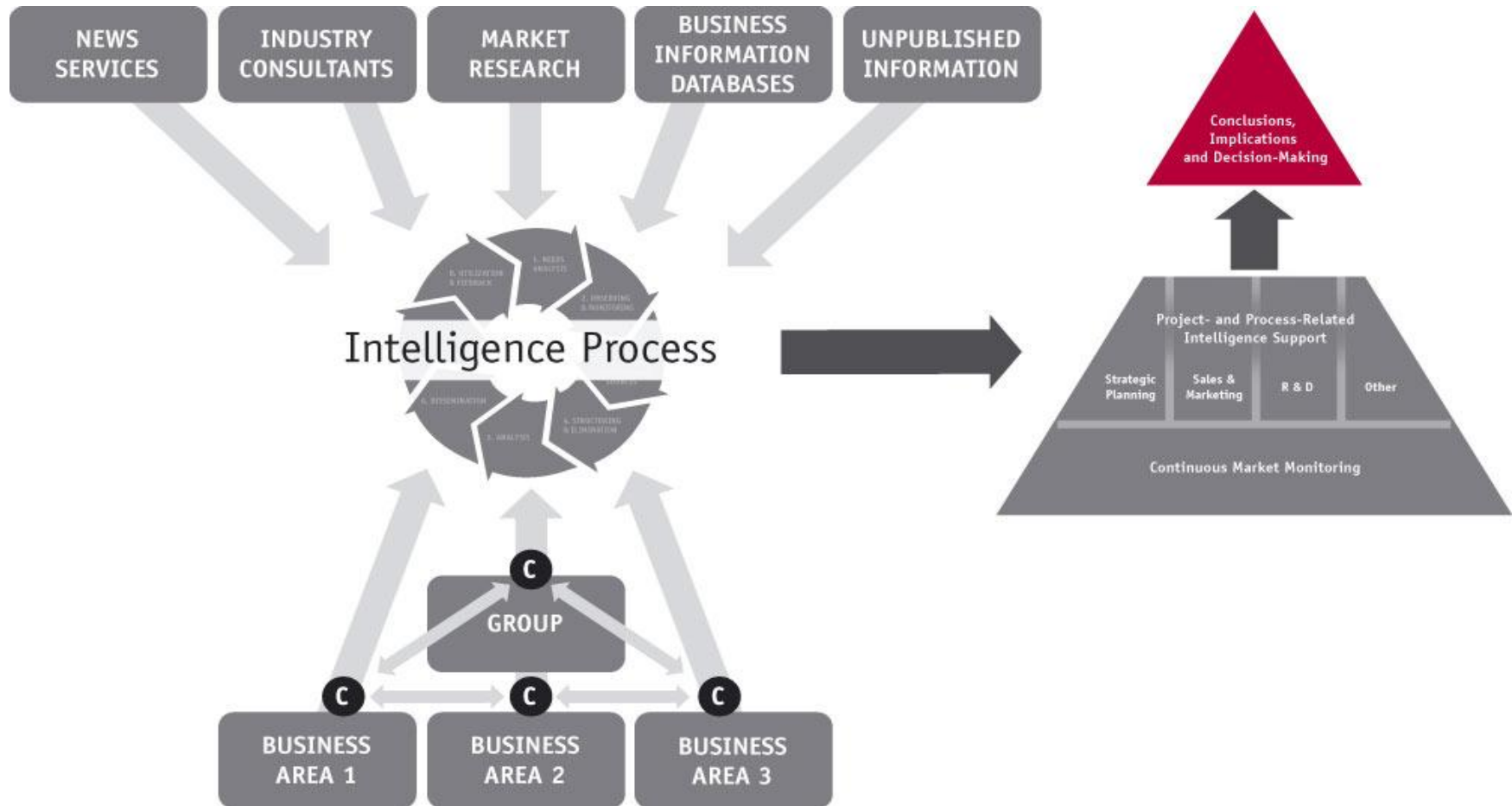
# Business Intelligence – internal data

## Pillars



# Intelligence Purpose

Merge Business- and Market Intelligence information and turn it into a decision enabling platform for management, regions as well as products



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# Key responsibilities of the Intelligence Manager

- Gather, maintain and analyze internal (*Business Intelligence*) and external (*Market Intelligence*) information about **customers** as well as **markets** and **competitors** to enable business decision making
- Responsible for planning, build up and maintenance of an integrated **Reporting program** (tools, processes, etc.) to enable the deriving of standardized information for all Management levels
- Implement all kinds of Product development- & Sales support programs with special focus at the identification of **customer needs**, **lead generation** and preferential trends in the **industry** and related **regional** markets
- Give suggestions about and help with screening ideas about **product trends and development**
- Derive Insights in **market opportunities and development**
- **Collaborate** with regional Managers, Sales, Marketing, Product development, Support, Controlling to identify market solution potential, customer needs, data sources, manage program costs, establish or adjust program processes and report on program results
- Build up and manage an effective set of **Intelligence information providers and vendors**
- **Contribute to reach main company goals** such as sales volume, product development, optimized customer dialog, etc. at as lowest cost and most effective as possible
- **Share information proactively** across all concerned company disciplines



# Intelligence Manager - skills

## Qualification Profile:

The Intelligence Manager/Information Broker has a strong understanding of business needs (Marketing, Sales and Finance) and sees him/herself as the 'translator' of Intelligence data into product & solution relevant recommendations. The aim is to identify and define success criteria for customer relevant offerings as well as business development decisions.

- Profound analysis (Business- & Market Intelligence) know-how
- Conceptual, analytical and cross-linked understanding & experience
- Strong interest in product related matters and a fundamental understanding of customer needs
- Experience in the area of interface management
- Know-how of Microsoft Office package (Excel, Access in particular)
- Experience with Frontend tools (Business Objects, Hyperion, etc.)
- Deriving pleasure from developing new ideas
- High degree of personal responsibility
- Purposeful and results driven
- Successful public speaking, excellent presentation skills
- Likes to share information and communicate proactively
- Presentation experience
- Very good command of English
- Team player

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