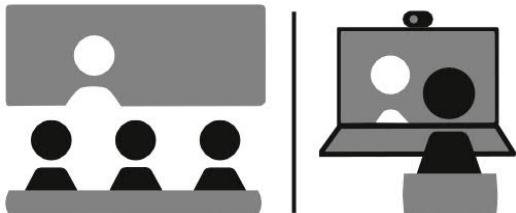


# Our Corporate Services Portfolio



Your unique source  
for excellence in  
competitive and  
market intelligence

On-site and Remote  
Available





# Our Offering to Optimize Your Return on Intelligence

- Practitioners need to be at the forefront of the competitive/market intelligence field. ICI can help you to assure this! Get the most out of your CI/MI.



Corporate Unicorn  
Membership



University  
Certificates



Custom  
Workshops



Open and In-house  
Workshops



Rent-a-faculty  
Remote Coaching



CI/MI Conference

# Unicorn Membership

- Unicorn is ICI's comprehensive CI/MI repository for professionals who want to learn, refresh their knowledge and/or stay up-to-date with the latest developments in the field.
  - ▶ 100% dedicated to CI/MI
  - ▶ Recorded ICI conference presentations
  - ▶ Fundamental and advanced tutorials and templates
  - ▶ Exclusive ICI webcasts pinpointing specific topics and approaches
  - ▶ Facilitated online forums to discuss specific issues with other Unicorn users
  - ▶ Knowledge sharing and professional networking – get inspiration and motivation
  - ▶ Special discounts for ICI's certificate programs, open workshops and conferences
  - ▶ Optional remote or in-class participation for ICI's workshops and certificates



# University Certificates

- Bring your CI/MI team to the next level. Acquire the competences and skills that make a difference to your company's performance.
  - ▶ Recognize your CI/MI professionals by granting a globally acknowledged university degree incl. universally acknowledged credit points for the European Transfer Credit System (ETCS)
  - ▶ Chose from ICI's seven university certificates – a comprehensive, solid, state-of-the-art education journey to CI/MI mastery
  - ▶ Case study-based, modular offering that is feasible for full-time working professionals
  - ▶ Hands-on teaching can be immediately applied in the work place
  - ▶ Optional remote or on-site participation for Unicorn Members



# Open and In-house Workshops

- Select from 22 workshops to optimize your team's needs. Close knowledge gaps and extend your operational reach.
  - ▶ Pinpointed, intense education for beginners or seasoned practitioners
  - ▶ Workshops can be booked stand-alone or as part of an ICI certificate
  - ▶ Case study-based, modular offering
  - ▶ Hands-on can be immediately applied in the work place
  - ▶ Ideally suited for life-long-learning initiatives
  - ▶ Optional remote or on-site participation for Unicorn Members



# Custom Workshops

- Programs tailored to your company's objectives, building the specific skill sets that your team needs to drive your organization to success.
  - ▶ The workshop aligns with the customer's industry, their internal terminology and their internal processes
  - ▶ Audit of CI/MI operations, incl. career development assessments
  - ▶ Facilitation of in-house events (such as in-house conferences, war games, awareness campaigns, educational days, benchmarking analyses, etc.)
  - ▶ Development of self-paced learning modules
  - ▶ Remote or on-site events



# Rent-a-faculty

## Remote Coaching

- Pinpoint your specific competitive/market intelligence challenges in tailored coaching via web conferencing. Fast and efficient solutions for your specific CI/MI challenges!
  - ▶ Swift turn-around
  - ▶ Access to 20+ experienced CI/MI experts
  - ▶ You'll only be charged for the actual time used
  - ▶ Saves time and travel expenses





# International CI/MI Conferences

- Attend ICI's unique annual conference – practitioner case studies, latest developments in the field, academic track, and networking
  - ▶ Stay in touch with the latest developments in the CI/MI field
  - ▶ Learn from peers and experts
  - ▶ Engage in high-end networking and knowledge exchange
  - ▶ Optional remote or on-site participation



# About the ICI

## Director/Founder

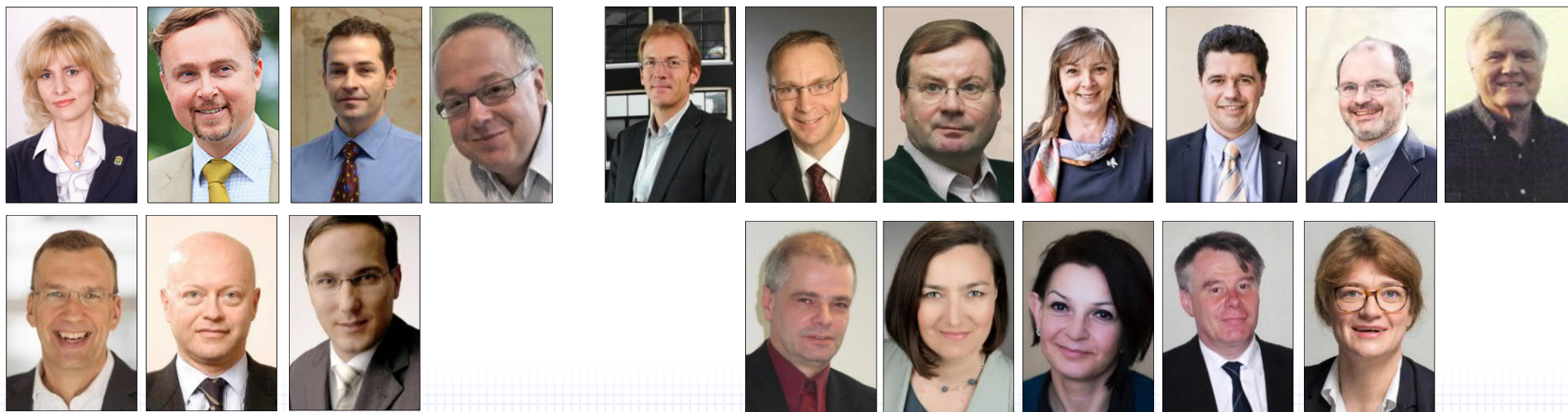


Our faculty consists of

- proven CI/MI practitioners from companies
- renowned CI/MI experts
- professors/lecturers at universities



## Advisory Council



# ICI References (Selection)



Audi AG - BMW GmbH - DaimlerChrysler AG - Georg Fischer Automotive AG - Haselmeier GmbH - Hella KGaA Hueck & Co. - Mahle International GmbH - Neugart GmbH - Renault - Robert Bosch GmbH - Siemens VDO Trading GmbH - Valeo Service Group - Brose Fahrzeugteile GmbH & Co.KG - Continental Automotive



Actelion - Aesculap AG - Altana Pharma AG - Astra Zeneca - Bayer Healthcare AG - Boehringer Ingelheim GmbH DSM Pharmaceutical Products - Fresenius Medical Care - Guerbet - H. Lundbeck A/S - Lilly France - Medtronic - Merck KGaA - Norgine - Novartis Pharma AG - Pfizer Pharma GmbH - Roche Diagnostics - Sandoz GmbH - Sanofi-Aventis



3M - Boeing - Bosch Rexroth AG - Carglass - Carl Zeiss - Dassault - EADS - Essilor - Evonik - GN Resound - Harley Davidson - KION Material Holding - Lockheed Martin Space Systems - Northrop Grumman - OMRON Europe B.V. - Panasonic - Philips - Rockwell Automation - Rolls Royce Marine Power plc - Sasol Synfuels - Vaillant GmbH - ZF Friedrichshafen AG

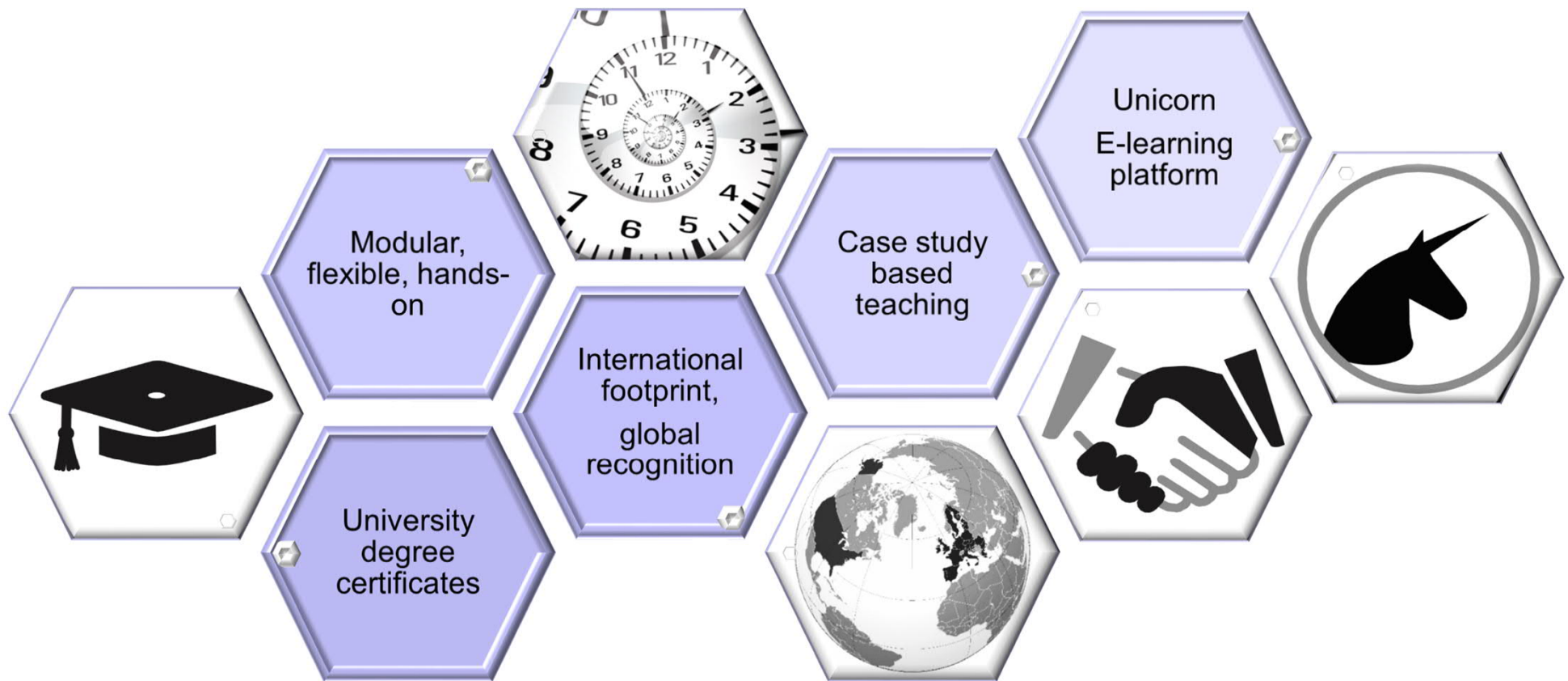


Acconia - Axpo Vertrieb AG - Baker Hughes - E.ON Ruhrgas AG - E Wie Einfach GmbH - FEI Company - Gas Natural Fenosa - Petrobras - REpower Systems AG - RWE Energy AG - Seven Trent Water - Shell Global Solutions GmbH - Statoil - The National Gas Company of Trinidad and Tobago Ltd. - Wintershall Holding GmbH



Alcatel Lucent - Deutsche Telekom AG - Ericsson India Global Services - Etihad Etisalat - Mobily - Fujitsu Siemens Computers - HP Enterprise Services - Mobilkom Austria AG - Oracle - Mobily - Motorola Solutions GmbH - Siemens Enterprise Communication - Sri Lanka Telekom PLC - sunrise TDC Swizerlang AG - SAP - Swisscom AG - T-Systems - vip mobile - Vodafone

# Summary



“There is only one thing more expensive than education: no education”

J. F. Kennedy