

מרכז

מחקר

Automotive
Competitive
Intelligence

COMPETITIVE INTELLIGENCE – a valuable asset

Information is a key driver that can disclose potential risks and opportunities to generate competitive advantages for companies.

The gathering, analysis and systematic dissemination of strategically valuable information is called competitive intelligence which becomes a most outstanding source when integrated into a company's business cycle, as it makes it easier to understand trends, adopt corrective measures and implement strategic decision-making practices.

AIC SCOPE

- In dynamic environments such as the **automotive industry**, only regular data processing done by professionals can generate tangible results. By using this approach, AIC SCOPE offers competitive intelligence services to companies and agents involved in the automotive value chain.
- With a focus on individual customer needs and a multidisciplinary team made up of highly skilled analysts, AIC SCOPE's mission is to provide an **adequate, agile and confidential solution** to meet all kinds of challenges.



METHODOLOGY

Over the years, AIC SCOPE has defined and systematized specific sectorial sources of information (automotive platforms & databases, production forecasts, specialized publications...), generalist sources dealing with geostrategic, social, economic and regulatory issues and agreements reached with partners in a number of areas.

Once all of these multiple inputs have been compiled, AIC SCOPE examines, prioritizes and synthesizes them and drafts final reports.

INTEGRAL SERVICES

1 Ad-hoc Reports

Specific studies customized for each company:

Strategy

- Clients' strategic decisions
- Global investments, M&A
- New business opportunities

Market

- Main market figures & data
- New model launches (SOP, platforms)
- Alternative propulsion vehicles
- Purchasing decision centers and key contacts

Product

- New product development
- Vehicle innovations: digitalization, connectivity, autonomous driving...
- Product diversification

Technology

- State-of-the art of new
- Alternative materials and processes
- Patent analysis



2 Surveillance Capabilities

Consisting in performing continuous follow-up and monitoring of specific information previously defined with the client. A service where the latest developments and updates are displayed and submitted regularly to the customer.

3 Position Papers

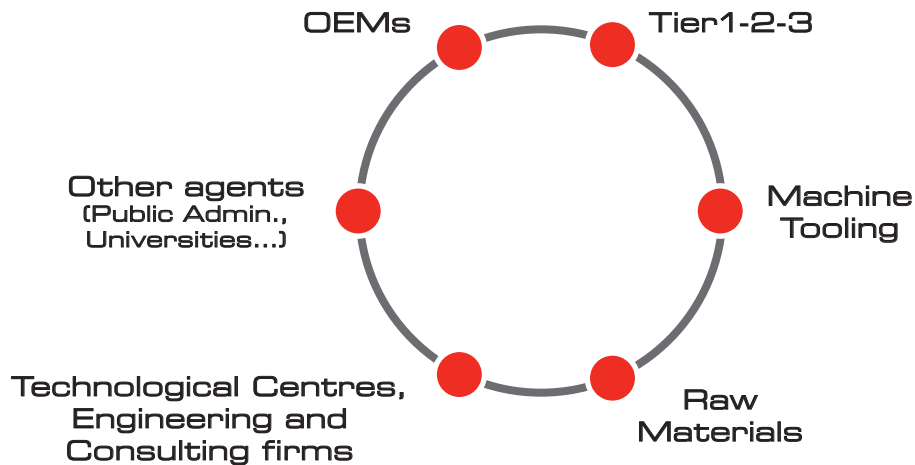
Key topics related to mobility are analyzed in depth seeking to obtain a global overview of the situation in these studies. The analysis of AIC SCOPE is based on its own expertise, diverse sources and perspectives, aimed at creating a neutral opinion and avoiding the partiality of certain publications.

WORKSHOPS

AIC SCOPE plays an active role in conferences, benchmarks and workshops to share knowledge in the automotive community.



CLIENTS



Focused on the automotive industry, the services offered by AIC SCOPE adopt formats best suited to meet the specific needs and requirements of each customer.



AIC-AUTOMOTIVE INTELLIGENCE CENTER

AIC is a European center that generates value for the automotive industry. It is based on the open innovation concept that allows companies to improve competitiveness through cooperation. With a clear market orientation, it embraces competitive intelligence, training, technology and industrial development under one umbrella.

To encourage and consolidate cooperation, members have brought their innovation, training, R&D and industrial development units to the AIC facilities, where they work in an independent but coordinated way to come up with projects of common interest covering a broad range of areas.



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