



Implementation of a competitive intelligence system

The objective of the service is for **the company to have a competitive intelligence system effectively implemented in the organisation.**

This system will be complete, and will house all the phases: diagnosis, definition, configuration, communication and decision-making.

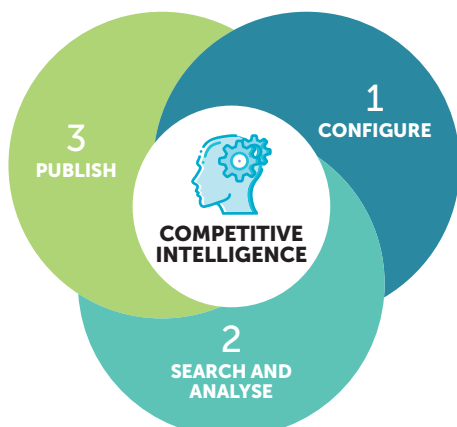
Lortek AGITE Methodology

This competitive intelligence system will be directly linked to the **key monitoring factors** defined during the development of the project.

The company will have **a portal where it will be able to publish and compile information** on news, bulletins, etc, generated with the development of the project, as well as all the information related to the different phases that make up a complete competitive intelligence system.

The expected benefits can be summarised as follows:

- **Continuous detection of opportunities for the company:** market, product and technology. Making decisions linked to these areas.
- **Increase the knowledge** of the company's workers.
- **Avoid legal and regulatory conflicts.**
- **Encourage the participation of workers,** through communication and publication of news of interest.
- **Optimise the time spent** on surveillance tasks carried out in an unstructured and organised manner in companies.



“ It will be essential to define the dynamics and processes of technology watch and competitive intelligence, aligned with the strategy and linked to the innovation process. The objective is to convert information into value propositions. ”