



Outward Insights is a strategy and competitive intelligence consulting firm that provides the skills, tools and counsel that clients require to anticipate external threats, identify business opportunities and develop strategies to achieve a leadership position.

Comprised entirely of senior practitioners, our consultants were groomed at the world's leading consulting and intelligence organizations, including Deloitte Consulting, Accenture, and the US Government Intelligence Community. They provide expert counsel to dozens of clients across all industry sectors.

Our strength is in teaching clients how to build their own competitive intelligence and strategy capabilities to anticipate emerging threats and opportunities and then develop competitive strategies to conquer both.

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Competitive Intelligence Outsourcing

Supplementing your company's own competitive intelligence personnel and resources.

EVEN THE MOST EFFECTIVE COMPETITIVE INTELLIGENCE PROGRAMS require additional staff and resources from time to time. Whether it be due to a surge in CI projects, budget cuts, or shortages of particular CI expertise, CI functions from aren't always able to effectively manage their workload. In such situations, flexibility in CI program staffing becomes a necessity.

Outward Insights can help companies manage the ebbs and flows in their CI resource needs. Our expert team of consultants is able to integrate seamlessly with an existing CI staff to provide short-term assistance when necessary. Our team becomes part of your team, contributing to the completion of high-profile CI projects and the ongoing demand for competitive insights.

Maintaining a robust competitive intelligence capability requires that CI managers and directors add specialized CI expertise, or expand their bandwidth, at a moment's notice. Outward Insights helps companies deliver on their CI obligations to top management without having to bring on additional permanent staff or engage the services of expensive third-party research firms. Our outsourcing services help clients address:

- *Staff reductions due to budget cuts.* At times, economic conditions force companies to cut their CI budgets. Outward Insights provides CI professionals on a short-term basis to help clients manage their CI staff costs without compromising on the delivery of CI insights.
- *The need for specialized expertise.* CI projects often require employing specific CI techniques, such as intelligence gathering at a conference or trade-show, wargaming, or early warning indicators analysis. Outward Insights can provide individuals with specialized CI

Competitive Intelligence Outsourcing (continued)

skills to fill gaps in your company's own CI team.

- *Outsourcing entire CI projects.* Outward Insights can extend the capabilities of your CI team by taking on entire CI projects. We work with your CI consumers to define project objectives and anticipated decisions, exploit published and non-published sources, apply advanced analytical techniques, and prepare high-quality finished CI products. We do so not as a third-party research company, but as part of your team, so that all CI activity and outputs are conducted under your company's banner.

Outward Insights provides staff augmentation and project-specific skills both remotely and on-site. Our novel CI workflow tools enable us to jointly work on CI projects, share resources, and manage complex projects without being co-located, reducing project costs even more. And, our CI Outsourcing Services provide an additional venue for CI competency development; working side-by-side with your CI team. We transfer skills and work transparently so that your company's CI practitioners can learn from our highly experienced CI professionals.

When the need arises for short-term CI staffing needs, or project-specific assistance, let Outward Insights extend your CI program's effectiveness and reach. Call us today to learn more about how we can supplement and improve the activities of your CI function.



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