



## NINESIGMA INTELLIGENCE<sup>SM</sup> OVERVIEW

### MAINTAINING KNOWLEDGE SUPERIORITY

In today's digital age, the famous saying, "We are drowning in information, but starved for knowledge," has never been more applicable.

To win, you must maintain knowledge superiority. You must close the gap between what you know today and what you need to know to be successful tomorrow. Unfortunately, for many companies, it is not always clear how to do it or their approach is too tactical. Attempting to close the gap by developing internal knowledge can be expensive, time consuming, and difficult, while acquiring the external knowledge using technology scouting often requires significant resources and bandwidth, along with a systematic approach.

At NineSigma, we understand how to close the gap. NineSigma Intelligence<sup>SM</sup> provides companies with strategic assets that deliver competitive advantage while managing associated risks. With NineSigma Intelligence Methodology, we help companies transform unstructured data into actionable knowledge to fully enable their business strategies.

#### Why NineSigma Intelligence?

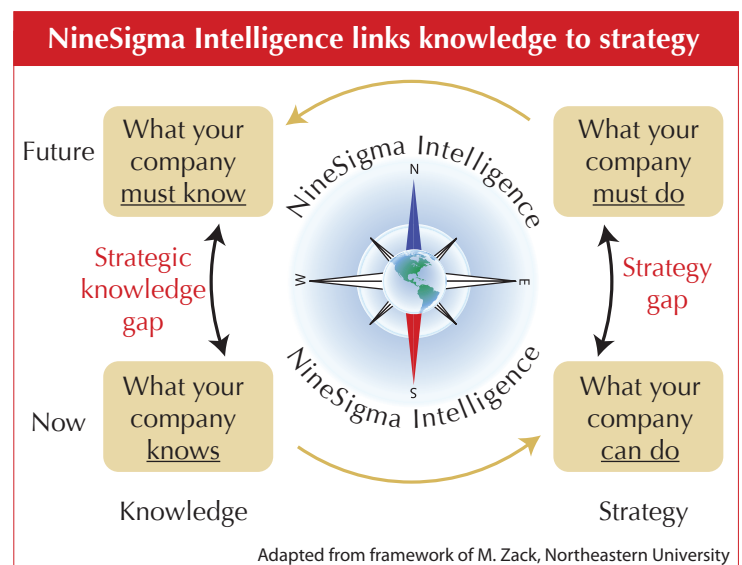
- Proprietary global database
- Advanced data mining tools for public and non-public domains
- Global and multilingual search across different industries
- Analytical tools for knowledge discovery & evaluation
- Transformation of scattered data into actionable knowledge
- Visualization tools for presentation of complex knowledge

### NINESIGMA INTELLIGENCE CONSULTING SERVICE

NineSigma Intelligence is a core component of our global consulting services, introducing advances in corporate strategic planning, course setting and risk assessment processes. We work closely with clients' executive teams to deliver technical, market and business intelligence in the form of actionable knowledge that drives business opportunities. This knowledge can be used for strategic positioning in a variety of areas of your business, including:

- New product development and product differentiation
- Investing in new technical areas
- Selection of sourcing, licensing and acquisition targets
- Entry strategies into new and emerging markets
- Assessing competitive environment and its business impact

NineSigma Intelligence accesses and integrates non-public and public domain information into management and planning tools that will ultimately support intelligent decision making, reduce risk, and provide early warnings for opportunities and threats. All market and business analysis is tailored to each client's technical requirements with the analysis encompassing different industries from around the global community.



## INTELLIGENCE METHODOLOGY

The NineSigma methodology includes assessment of current status of core, alternative, emerging, adjacent and disruptive technologies while providing market analysis to determine the commercial viability of any found technologies. NineSigma also delivers competitive and business intelligence that identifies key and emerging players and their strategies, analysis of core competencies, IP space landscaping and evaluation of players for sourcing, licensing and acquisition.

Key to the success of NineSigma Intelligence is the ongoing collaboration between a client's executives and our team, which has a unique combination of expert technical knowledge and industry experience. We use proprietary search technology and work processes that compile targeted content that supports the needs and interests of our global clients. As a result of NineSigma Intelligence, our client teams are better informed and can make more intelligent strategic business decisions with less risk, which increases their success rate by allowing them to focus on the best technology that meets their needs.

## CASE STUDY

### Client: Schlumberger Limited

**Situation:** Schlumberger was looking to develop geothermal energy solutions and had conducted research on geothermal opportunities a number of years previously. Before embarking on a path to align current technologies with geothermal energy solutions, the company first had to identify what they already knew.

**Response:** NineSigma aggregated and mapped internal knowledge across multiple divisions and locations. One critical part of the process was NineSigma's coordination of cross-company meetings that brought together people who had never met who each had a stake in the project.

**Impact:** Through primary and secondary research including key stakeholder interviews, the NineSigma team was able to provide a clear assessment of the company's knowledge in the geothermal energy area in order to make a strategic decision on how to move forward.

*"We found the NineSigma Intelligence program particularly helpful in getting us quickly up to speed on our internal knowledge on geothermal energy. We have some strategic decisions ahead of us, but the NineSigma program helped get us to the point where we can make the best decisions possible."*

*- Rod Nelson, Vice President, Schlumberger*

## WHY NINESIGMA

NineSigma works with clients to "operationalize" their open innovation programs. Our focus is solely open innovation. Our expertise in connecting companies to expert sources of innovation comes from executing more than 1,000 open innovation projects for small to large enterprise organizations in a broad variety of industries. We developed NineSigma Intelligence to help companies maintain knowledge superiority and close the knowledge gap between the information they have and the information they must know to be successful.

Our vision? To be the best partner to organizations who are building and growing their open innovation programs. We would welcome the opportunity to discuss your open innovation goals and plans with you. For more information, contact [sales@ninesigma.com](mailto:sales@ninesigma.com).