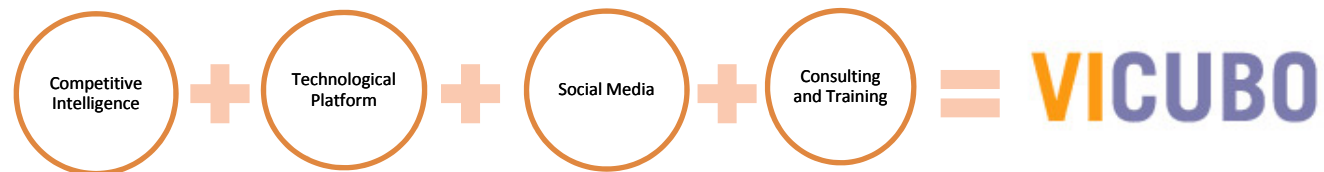


# The **Key Solution** for the **Competitive Intelligence**



**vicubo**

## Who We Are

**Multiskilled Team** with more than 9 years of experience

More than **100 projects** developed, creating successfully applications and solutions in the national and international market

**Focus: Competitive Intelligence, Knowledge Management, Market information, Intellectual Property , Innovation Management, Social Media**

## The Team

Knowledge Consultants

PhD Experts, Researchs, Market Analyst,  
Patent Experts

Engineers

Computer and Telecommunication Engineer

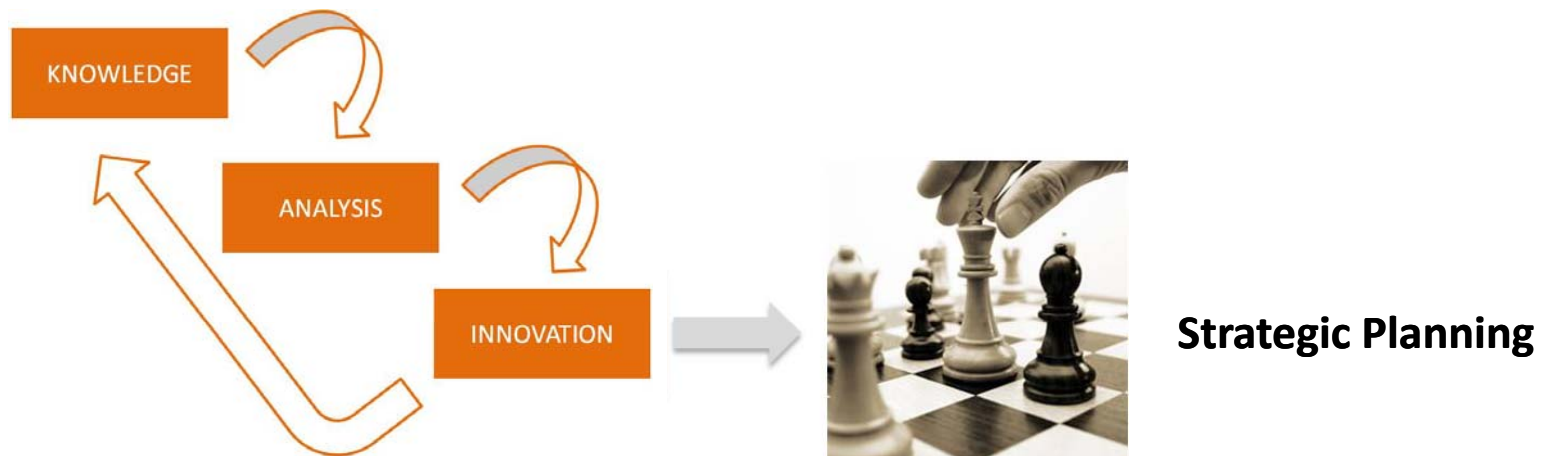


## What We Do

In a **global market that changes** everyday, **companies need more and more to adapt** their business as **quickly** as possible to customer demand in order to **survive**

## VICUBO

It's the **flexible Solution**, **adaptable** to every company, for **Strategic Surveillance and Intelligence Management**



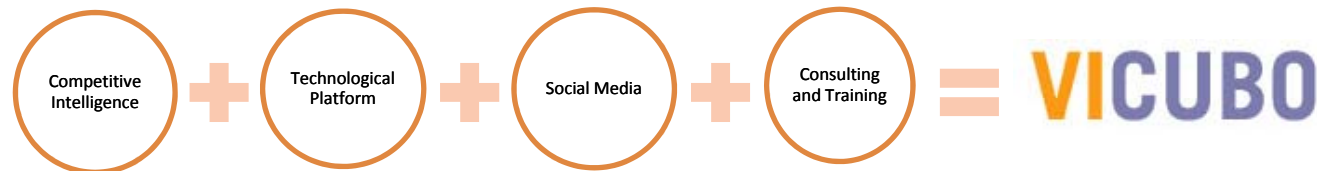
## What Is Vicubo?

**VICUBO** Solution 2.0 for the support of innovation and the design of strategies



**vicubo**

“VICUBO” brings together in the same platform these processes: collecting, analyzing and publishing critical information to generate COMPETITIVE INTELLIGENCE



Vicubo makes possible the analysis and comprehension of the latest technological, commercial, competitive and environmental information to design Innovation Strategies



**vicubo**

## What we offer: Competitive Intelligence

e-intelligent

Working on innovation

Competitive  
Intelligence

**VICUBO**

Creates added value for your company



### UNDERTAKING INITIATIVES

DETECT

Is my product **patentable**?  
How can I search **technological and commercial partners**?

RESEARCH

How can I **penetrate in a new market**?  
How to **improve my market strategy**?

PROGRESS

**Who** are the leader?  
**Where** are companies applying for their patents?  
**What** are the leading countries?

LISTEN

What are the most named **technologies**?  
What is the **real impact** of a patent in the market?

**My company:** Brand tracking in Social Media and Press  
**My competitors:** What is talking about them?



Vicubo helps you to make strategic decisions!



## Some Results from Competitive Intelligence

Vicubo identifies technologies, competitors, partners, marketing barriers... and suggests next steps based on information analysis

### Leading Companies

Solicitante / Año	2010	2009	2008	2007	2006	2005	2004	2003	2002	2000	1999	1998	1997	1996	1994	1992	1990	Total
Sin Clasificar	4	0	0	1	1	1	1	0	0	0	0	0	0	0	0	0	0	8
PANASONIC CORP	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
CHILDRENS HOSP MEDICAL CENTER	0	0	0	1	2	0	0	0	0	0	0	0	0	0	0	0	0	3
BAYER AG	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	2
BIOTIN INTELLECTUAL PTY LTD	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
DEWARAJAN PRASAD	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	2
KOLTY COSMIC GERARD	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
INGRAM CLARE VICTORIA	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
INDIA ELECTRONICS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2
UNEV CHUNG VAN CHRISTIAN	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2

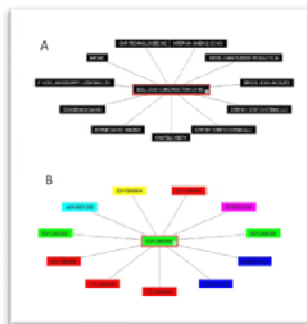
### Marketing Barriers

Pais Solicitante/ Ámbito protección	US	WO	EP	CN	CA	EA	FR	KR	Tota
US	7	5	2	0	1	0	0	1	16
JP	2	2	0	0	0	0	0	0	4
FR	1	1	0	0	0	0	1	0	3
CN	0	0	0	2	0	0	0	0	2
NL	0	2	0	0	0	0	0	0	2
GB	1	1	0	0	0	0	0	0	2
CH	0	0	1	0	0	0	0	0	1
DE	0	1	0	0	0	0	0	0	1
LI	0	0	0	0	0	1	0	0	1
NO	1	0	0	0	0	0	0	0	1
TI	1	0	0	0	0	0	0	0	1

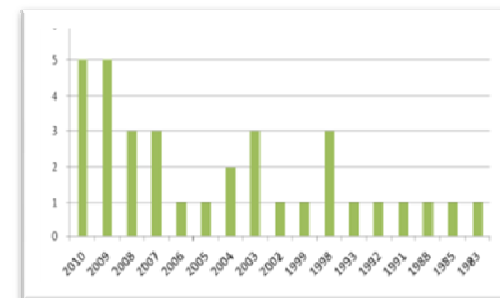
### Patents on map



### Technology Trends



### Stages of Maturity



## Sucess Cases: What Competitive Intelligence contributes to your company

- **Makes easier the incorporation of technological advances:** A biotechnology company has detected new applications in its R&D activities. The results of Competitive Intelligence has helped the company to promote new alliance with the industry leaders for expand its business.
- **Makes it possible to penetrate foreign markets:** A Spanish agrofood company has achieved the access to American market thanks to custom barriers and patent regulations surveillance. The Spanish company has adapted its products to American regulations for transferring its technology and selling its products in the American market.
- **Helps companys in making decisions:** A health company has advanced in the business strategy thanks to Competitive Intelligence based on the study of political frame, balance of trade and prices criteria to decide the next steps in its product sales strategy.
- **Alerts the company from threats of other sectors:** A Spanish biochemistry company, who watched the food and chemical sectors, has detected new potential competitors for a new service in the global market. Consecuently the company has adapted its product to offer different advantages to its customers.
- **Makes the changes possible to survive in the market:** A printer design company can launch new products based on new technologies (like augmented reality for commercial catalogues) thanks to competitive intelligence of the enviroment.





## Sucess Cases: Sectors

The e-intelligent team has developed sucess cases in different sectors: Biotechnology, Agrofood, Energy, Electronics, Pharma, IT...

Printing and Graphic Design	Biotechnology	Biomechanics	Agrofood
Building Industry	Consultancy	Environmental	Energy
Electronics	Pharma	Industrial	Nanotecnology
Chemistry	Waste recycling	Robotics	Health
	Textile	IT	

## What we offer: Tecnological Platform



### VICUBO

Information environment monitoring: Internal, External & Social Media Sources

**WATCH**

The environment of the organization

**LISTEN**

What is saying at the moment

**LEARN**

Identifies external/internal knowledge

**COMMUNICATE**

Invites to share

**Vicubo promotes Innovation inside the company**

**IMPROVE AND GO AHEAD**



- What products are companies working in?
- What technologies are new?
- Who is the leader?





## Some Examples of Success Cases

### VIEPRINT: Surveillance and Intelligence Platform for Printing and Graphic Design

The screenshot shows the 'vieprint' website, a 'Boletín electrónico' for the 'Sector Industrias Gráficas'. It features a list of news articles on the left and a sidebar on the right with various categories and dates. The sidebar includes sections for 'Ayudas y subvenciones', 'Ayudas a empresas para el impulso de la economía en Navarra 2010', 'Ayuda para la inserción laboral y la cooperación', 'Subvención para estudios de viabilidad de la transformación de empresas a empresas de economía social 2010', 'Subvenciones para el fomento del sector 2010 (líneas específicas del gobierno de Navarra)', 'Ayudas aereas a la librería poligráfica', 'Ayudas a cooperativas y sociedades laborales por inversión en remodelado industrial o comercial', 'Ayuda a subvenciones para favorecer la cooperación', and 'Concursos Públicos'. The main content area contains several news items with titles and dates, such as 'El sector gráfico busca cómo reestructurarse y reinventar su actividad para afrontar el futuro' and 'El sector de envases y embalajes de cartón contribuye a la mitigación del cambio climático'.

### CEVIPYME: Open Surveillance Service in Food Science and Technology for SME



#### Información por canales

**VIEAlimentación** es un sección de información orientada a toda aquella PYME dedicada al sector de la alimentación. Desde **Información por Canales** podrá acceder a las últimas novedades relativas a **Informes y Patentes**, tanto a nivel Nacional como Europeo, en el sector de la alimentación, clasificadas en distintos canales alimentarios.



### VIENAVARRA: Surveillance and Intelligence Platform for Multisector Research and Technology Institutions



## What we offer: Social Media

Social Media

**VICUBO**



- Online Brand Reputation
- Brand Management in Social Media
- Competitive Analysis in Social Media
- Detection and Analysis of Key Information in your business area

## What we offer: Consulting and Training

Consulting and  
Training

**VICUBO**



- Surveillance and Intelligence
- Starting up an Intelligence Unit
- How to recover the needed information for your company

**Contact us:**



<http://www.e-intelligent.es>



<http://www.vicubo.es>

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