



MarketsandMarkets

Competitive and Market Intelligence

Virtual Excellence Series-EU

7th - 8th October 2021

EVENT OVERVIEW

Market intelligence provides a comprehensive perspective of any industry's depth, both economically and philosophically. Organizations cannot afford to scrimp on acquiring market knowledge in today's fast-paced economy. Missing up on these advantages can be the difference between success and failure. Explore new business strategies to gain a competitive edge at **MarketsandMarkets Competitive and Market Intelligence Excellence Series -EU**, scheduled to be held on **7th - 8th October 2021**. Join us for a two-day virtual conference to discuss challenges, opportunities to create effective and efficient business practices.

KEY HIGHLIGHTS

- How to maximize the value of investments (ROI) using MI and CI?
- How are different companies changing and how competitors are adapting to a new covid-post covid world?
- How cloud vendors promote a multi-cloud strategy?
- How companies are enhancing and maximizing their relationships, loyalty and lifetime value with their clients using Market intelligence?
- Discussing use cases to understand the strength of customers: how are competitors accessing the data, what kind of data are they buying?

WHO SHOULD ATTEND?

CEOs/Presidents, MDs, CCOs/CMOs/CDOs, Chief Executives, Directors, Vice Presidents, Department Heads, Leaders, Managers, Scientists and Technologists specializing in Active Organization-Market Intelligence/Competitive Intelligence/Business Intelligence or, Active business unit working closely with the above groups along with core organizational professionals like

- Market Analyst
- Social analytics/social insights
- Competitive insights
- Consumer Insights
- Market Research
- Financial insights analysis
- Marketing executive
- Product manager
- Business Intelligence managers
- Data Science executive
- Innovation

WHY ATTEND?

- Understanding the hot analytical approaches that every MI CI practitioner should be aware of
- To get an insight into different use cases involving data collection.
- Understanding the most effective ways to integrate Market Intelligence to provide insight.
- Exploring the best practises out there to leverage diff tools and techniques, & reading competitors move?

SPEAKERS

- **Karin Humar**, Strategic Marketing Manager, **AVS, Trelleborg**
- **Luca Russignan**, Director, Insurance Market Intelligence Strategic Analysis, **Capgemini**
- **Carlo Musso**, Head of studies, **Leonardo**
- **Florencia Ardisson**, Executive Director Data & Analytics Strategy, **JPMorgan Chase & Co.**
- **Paul Santilli**, Worldwide OEM Industry Intelligence and Strategy, **HPE**
- **Vivek Sharma**, IoT Capability & Executive Strategic Partnership, **Bosch**



Agenda at a Glance

7TH OCTOBER 2021
Time Zone: CEST

08:00 Online registrations

08:30 Opening note by MarketsandMarkets

08:40 Opening remarks by Chairperson

CALCULATING THE EFFICIENCY OF YOUR INTELLIGENCE EFFORTS

08:45 **From the competitive intelligence standpoint how organizations are leveraging customer/ client's success as their go to market strategy?**

- Perpetual Disruptive business climate requiring vast changes in the way Intelligence is gathered, utilized and administered around customer data and usage
- Utilizing Customer Intelligence principles in building more effective customer relationships as well as positioning your organization to be better suited to Customer needs
- Adjusting your business models towards internal and external Digital Transformation capabilities and offerings
- Implementing this Customer Intelligence as a critical part of your Intelligence Driven Go-To-Market Strategy

Paul Santilli, Worldwide OEM Industry Intelligence and Strategy, **HPE**

9:15 **As a market intelligence specialist, how do you navigate through turbulent times?**

9:45 [Solution provider presentation](#)

10:15 **How companies are enhancing and maximizing their relationships, loyalty and lifetime value with their clients using Market intelligence?**

Karin Humar, Strategic Marketing Manager, **AVS, Trelleborg**

10:45 **Networking Break**

DATA DRIVEN ANALYTICS FOR SMARTER DECISIONS

10:55 **Discussing use cases to understand the strength of customers: how are competitors accessing the data, what kind of data are they buying?**

Florencia Ardisson, Executive Director Data & Analytics Strategy, **JPMorgan Chase & Co.**

11:25 **Data collection require efforts, often involving personal connections. While worth it when the results are valuable, what are the best ways to make this increase benefits at minimal personal cost?**

11:55 **Panel discussion: Competitive Agility as competitive advantage- How does agility relates to competitive intelligence?**

12:25 **Understanding what best practises are out there to leverage diff tools and techniques, & reading competitors move?**

12:55 **MI is truly more of an art than science. Anyone can do research; with time and effort, anyone can understand the five forces; few can integrate all components to provide insight. That's the "art." What are the most effective ways to develop the next generation in this "art?"**

13:25 Closing remarks by Chairperson

13:30 End of day 1

Agenda at a Glance

8TH OCTOBER 2021
Time Zone: CEST

08:00 Online registrations

08:30 Opening note by MarketsandMarkets

08:40 Opening remarks by Chairperson

DIGITAL TRANSFORMATION AND CLOUD JOURNEY

08:45 Actionable foresight into CIO, CTO's strategies in terms of digital transformation and cloud journey.

09:15 How to maximize the value of investments (ROI) using MI and CI?

9:45 How cloud vendors promote a multi-cloud strategy?

10:15 [Solution provider presentation](#)

10:45 **Networking Break**

ALL ABOUT ETHICS AND OVERCOMING CHALLENGES

10:55 Identifying future trends and securing a competitive advantage in the marketplace

11:25 Does embedding AI into workflows is key to have real insights in competitive intelligence?

11:55 Panel discussion: The ethical high-ground can erode quickly with many, what are the best ways to maintain that high ground in an ever more competitive world?
Vivek Sharma, IoT Capability & Executive Strategic Partnership, Bosch

12:25 Explaining uses cases on: How can you create an intelligent ecosystem and obliterate different challenges?

12:55 How are different companies changing and how competitors are adapting to a new covid-post covid world?

13:25 Closing remarks by Chairperson

13:30 End of Conference