

Intelligent thinking on business intelligence



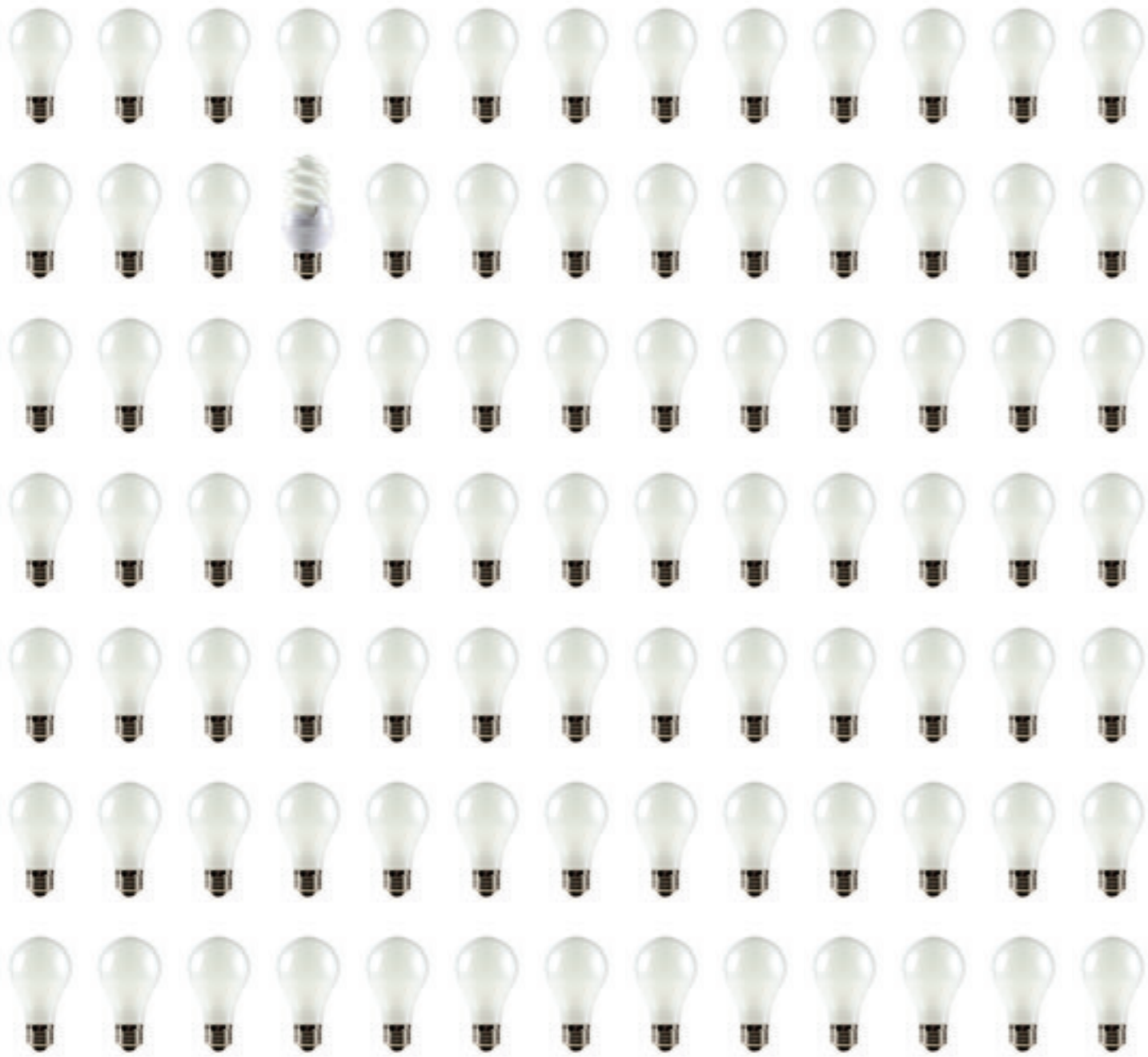
Change creates opportunity. To exploit advances in an increasingly dynamic and demanding global market you need the right business intelligence. This is where Oakland comes in.

Oakland is a specialist research consultancy helping global organisations to optimise internal capability and to make the most of external business development opportunities.

# identifying opportunities

By delivering reliable, objective, and strategic intelligence backed by significant expertise and experience, we help you to enhance innovation, to realise external business potential and to identify how best to leverage new technologies.





# a proven approach

Oakland operates in industry sectors as diverse as food and beverage, home and personal care, chemicals and materials. At a strategic or tactical level, we address a wide range of challenges, including the need to:

- Understand the views and requirements of stakeholders and customers
- Identify and evaluate new product and market opportunities
- Detect potential disruptive product opportunities
- Find and assess technologies that could enhance or replace existing products
- Map your business ecosystems, including partners, suppliers, and merger/acquisition targets
- Analyse the business impact of emerging technologies and social trends
- Improve your business processes

Key areas of operation:

- Science and Technology – providing you with insights on key areas of science and technology; allowing you to build your understanding, recognise opportunities, map key players and plan how best to leverage value
- Market Opportunity – helping you extend your knowledge of target markets; their activity, dynamics and requirements, to give you a robust base of intelligence by which to explore, develop and define business opportunities
- Innovation Process – enabling you to evaluate and improve the processes and ways of working that underpin your R&D and innovation with the aim of increasing your competitive advantage



“Open Intelligence” is a term that describes the process of tapping into knowledge and opinion that resides in stakeholders both within corporations and in the external world. In collaboration with our clients we have taken the initiative in applying our expertise to the internal workings of an organisation.

Open Intelligence gives you a robust internal perspective while enabling you to make the most of selected, relevant external resources to enhance and add value to your internal operations.

We apply this service in a number of ways which will include, to a greater or lesser extent:

# open intelligence

- Traditional consulting — providing a perspective on a specific internal issue
- Learning from your peers — evaluating internal performance against competitors and industry best practice
- Knowledge mapping and signposting — researching and evaluating resources and opportunities, identifying gaps, and leveraging knowledge from relevant internal and external sources

Essentially, Open Intelligence enables you to combine the best of internal and external opinion to advance innovation.



## Oakland — a trusted partner

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Discover why global organisations trust and use Oakland.

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