

The Most Renowned summit of Latin America
for Competitive Intelligence Executives!

7TH

COMPETITIVE

Intelligence

Summit

scip

LATIN
AMERICA

2015

OCTOBER 5-7

SÃO
PAULO



Centro de Convenções Milenium

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International
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GAME CHANGERS

Intelligence and Strategy to Transform the Results and Future of Organizations

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CONSULTORIA E TECNOLOGIA
PARA INTELIGÊNCIA

Keynote Speakers

Carla Tieppo | Neuroscientist and Speaker

Marcelo Coutinho | Professor of Strategy and Communication | **FUNDAÇÃO GETÚLIO VARGAS (FGV)**

Tom Waters | Senior Manager of Market Intelligence | **JABIL**

Larry Fauconnet | Director of CI Insights & Strategy | **INOVIS**

Speakers

Alexandre Del Rey | Market Intelligence Manager | **VOITH HYDRO**

President | **SCIP BRASIL**

Alfredo Passos | Competitive Intelligence Professional | **ATELIER BRASIL**

André Coutinho | Partner | **SYMNETICS**

Beatriz Welter | Market Intelligence Consultant | **MÉTODO**

Bernardo Aflalo | Research and Development Engineer | **EMBRAER**

Bruno Lessa | Director | **MARKETING SIM**

Bruno Moreira | Director | **INVENTTA**

Carlos Francisco Bitencourt Jorge | PhD Student | **UNESP/SP**

Daniela Ramos Teixeira | Managing Director | **REVIE INTELIGÊNCIA EMPRESARIAL**

Davi de Sousa | Marketing & Sales Coordinator | **MERCER**

Denise de Pasqual | Commercial Director | **TENDENCIAS CONSULTORIA INTEGRADA**

Edson Ito | Director | **INTELLIGENCIA CONSULTORIA EM INTELIGÊNCIA COMPETITIVA E ESTRATÉGICA**

Érika Gonzaga | Operations Director | **INSTITUTO MUNIZ SOUZA**

Felipe Gama Buzzerio | Market Intelligence Coordinator | **REDE GLOBO**

Fernando Domingues | Director | **MENTOR CONSULTING** | Director | **SCIP BRASIL**

Frederico Sousa | National Sales Manager | **CERATTI**

Henry Suzuki | Managing Director | **AXONAL CONSULTORIA TECNOLÓGICA**

Hen Harel | Managing Director | **GLOBAL ADVISING**

João Francisco Resende | Strategy and Corporate Intelligence Consultant | **SULAMÉRICA SEGUROS**

Jorge Bitencourt Castilho | Commercial Director | **JBS COUROS** | Professor MBA | FIPE e Mackenzie

Keith Matsumoto | Senior Industry Analyst | **GOOGLE**

Layla Machado | Strategy and Corporate Intelligence Consultant | **SULAMÉRICA SEGUROS**

Luis Fernando Guggenberger – Social Innovation and Volunteers Manager | **FUNDAÇÃO TELEFONICA VIVO**

Luis Paulo Farias | Competitive Intelligence Coordinator | **VIVANTE**

Luiz Gustavo Figueiredo | Competitive Intelligence & Strategic Planning Consultant | **SULAMERICA SEGUROS**

Marcia Mantovani | Market Intelligence Specialist | **CPFL**

Marília Sobral Albiero | Strategic Planning Consultant

Marko Porto | Managing Director | **SPA DAS SOBRANCELHAS**

Mauricio Duarte | Innovation & Technology | **VALE**

Nan Bulger | President | **SCIP EUA**

Natan Rodeguero | Regional Head Latin America | **M-BRAIN** (Former GIA GLOBAL INTELLIGENCE ALLIANCE)

Patricia Pantaleão | Owner | **IMPROVISA**

Rafael Kojima Higuchi | Gerente de Inteligência de Mercado | **LOCALFRIO LOGÍSTICA**

Ralf Tozatti | Telesales Director | **THOMSON REUTERS**

Rodrigo Franklin | Head of Business Intelligence and Price Management | **SAMARCO MINERAÇÃO**

Rogério Guimaraes | Regional Director, Marketing & Consumer Insights for Latin America | **IFF**

Susan Guarda | Consultant, Business Development | **CIPHER SYSTEMS**

Thiago Canellas | Business Development Director | **CORTEX INTELLIGENCE**

Viviana Loriato | Competitive Intelligence Coordinator | **FIBRIA**

Pre Conference Monday, October 5

The workshops to be held prior to the main event aim to detail and explore topics in a practical way. The sessions are dynamic and alternate theory and practice, and the audience is invited to participate.

WORKSHOP

Innovation War Games – Cooperation for Powerful Insights

The Innovation War Game joins several concepts in order to speed up the innovation process using the available knowledge of the customer needs and competition behavior through interactive and high quality methodology that take the best of several competing approaches for a given situation. The Innovation War Game is a very powerful technique that can help organizations be creative, competitive, and cooperative. It can be used for several different goals and approaches with only small adaptations needed.

Some of possible applications are designing innovative strategies, innovating in business models, for innovation in products and services, for innovative market approaches, just to cite a few. It has been run with large groups with over 40 people and small groups such as 10-12 people. In the Workshop, you will learn how to organize an Innovation War Game and participate in one game in order to understand deeply its dynamics.

Key Take-Always

- The main concepts involved in an Innovation War Game Workshop;
- An ideal framework to perform an Innovation War Game Workshop: when to apply, which people to be involved, the necessary preparation – in theory and practice;
- An overview of the key aspects that must be addressed during an Innovation Workshop and the expected results and the potential benefits for the organization.

Alexandre Del Rey is Market Intelligence Manager at Voith Hydro, a leader in providing complete solutions for hydroelectric power plants. He has more than 15 years in multinationals in Brazil, United States, Germany, and China.

He is a speaker at events of Competitive Intelligence and Strategy in Brazil, United States, and across Europe. He is also a professor at several Business Schools in Brazil. Since 2010, he has been a member of the SCIP Steering Committee of Brazil, and in 2014, he assumed the presidency of the Brazilian Chapter of SCIP and was appointed as a chair on the SCIP Global Advisory Board. He is the author of the chapter on Competitive Intelligence in the book Fundamentals of Information Systems. Alexandre holds a Master of Science in Business Administration from USP in Quantitative Methods for Competitive Intelligence, and a MBA by FGV EASP. Alexandre graduated with a degree in Mechanical Engineering from UNICAMP

Agenda: 08:30 Registration Opens

09:00 Start

18:00 Closing Remarks

INTERNATIONAL WORKSHOP

Effective Early Warning: A Process to Help Companies Stay Ahead Of The Change - Helping Them Mitigate Risk And Engage Opportunities Early

This three-hour interactive workshop will lead participants through a logical process to apply to early warning consisting of:

- Understanding the dynamic competitive landscape
- Determining most likely, and most dangerous courses of competitor action; and the most favorable courses of action for your company
- Identifying and tracking indicators of change over time
- Engaging the decision cycle based on information collected and intelligence created.

Participants will be introduced to the pertinent concepts for each of these parts of the process. They will be broken into teams where they will further explore each part of the process as it applies to a specific set of circumstances that will be provided to them. At the end of the workshop, each team will provide a summary report to the assembled group regarding how they saw the landscape evolving, the scenarios they considered, and how they would track the progress of each scenario, and how they would advise the decision makers as a specific scenario approaches reality.

Larry Fauconnet is a retired Lieutenant Colonel from the U.S. Army's Intelligence Corps where he served 28 years (both active and reserve) in a variety of tactical and strategic positions. He has also worked for over 20 years as a senior intelligence practitioner with firms such as BellSouth, AT&T, and YP, where he focused on integrating intelligence into the decision cycle supporting sales, marketing, as well as corporate strategy and senior leadership. Larry is currently the director of CI Insights & Strategy at Inovis.

13:30 Registration Opens

14:00 Start

17:30 Closing Remarks

Main Conference Tuesday, October 6

- 07:40 Registration and Welcome Coffee
- 08:50 **Chairperson's Opening Remarks**
[Alexandre Del Rey | Market Intelligence Manager | VOITH HYDRO President | SCIP BRASIL](#)
- 09:00 **Speed Networking**
A few minutes for you to network, relax, and learn more about the people who will be next you in the coming days.
- 09:05 **SCIP Worldwide**
A current view on the global evolution of competitive intelligence - with emphasis on emerging countries - and its developments for members of the world's main association of CI and strategy

[Nan Bulger | President SCIP EUA](#)
- 09:20 **International Keynote Speaker**

Intelligence Methodologies: A Case Study of The NFL The best intelligence organization in the U.S. has a three-letter name - the NFL! See
the myriad of techniques and strategies that give NFL the best intelligence gathering and analysis available. The success is all the more interesting given the incredible time constraints of weekly competition. It remains impossible to predict, but fun to watch.
 - An understanding of time's effect on competition.
 - Insight into the so-called Boyd Loop, (the driver behind the F-16's lethal capabilities), that is now taught in business schools worldwide.
 - An understanding of the importance of communications - the reason your favorite rookie dropped four rounds in the draft is because he bombed the communications test that is also given to Special Operations forces[Tom Waters | Senior Manager for Market Intelligence JABIL](#)
- 10:10 **Competitive Intelligence Quiz**
Test your knowledge on Intelligence & Strategy. A fun and challenging competition.

10:20

Concurrent Sessions

Strategic Project from the Future _ Case Study

[Luis Fernando Guggenberger | Social Innovation and Volunteers Manager | FUNDAÇÃO TELEFÔNICA VIVO](#)
[André Coutinho | Partner | SYMNETICS](#)

Case Study Presentation

Imagine if you could, when planning regionally, instead of using statistics, use real data on visits and goals of the entire sales team? That's what Ceratti managed to do; it implemented a sales process using a SIMM big data platform. There, one can find, for example, all data concerning the 490,249 restaurants and 190,130 bars in the country. By having the whole universe of the companies in the database and not only the "consumption potential", we can be much more assertive and effective when prospecting new clients. The outcome: the positive results more than doubled in the first six months of the project.

[Frederico Souza | National Sales Manager | CERATTI](#)

10:50

Networking, Refreshment, and Exhibition Break

11:20

Case Study Presentation

The "Chi" in Competitive Intelligence: Assessing, Prioritizing & Optimizing Internal Efforts

[Mauricio Duarte | Innovation & Technology | VALE](#)
[Susan Guarda | Consultant, Business Development | CIPHER SYSTEMS](#)

12:15

Concurrent Sessions

Case Study Presentation

The purpose of the presentation is to discuss in a very practical way, but also backed by theory, how intelligence can be integrated into the company's strategic process, from planning to execution. For this, the presentation addresses the importance of the CI professional to know comprehensively the company's business and also to understand in depth the details of its operation.

[Rogério Guimarães | Regional Director, Marketing & Consumer Insights for Latin America](#)
[IFF](#)

SPA das Sobrancelhas Case Study

The decision-making process to leverage business development, grow and internationalize the company, based on collecting and analyzing information to support the decision-making.

[Marko Porto | Executive Director | SPA DAS SOBRANCELHAS](#)
[Érika Gonzaga | Operations Director | INSTITUTO MUNIZ PORTO](#)

12:40 Lunch & Networking

14:05 **Aquarium with Sharks**

The Lead Generation Process in Different Companies and with the Use of Different Strategies and Tools

[Ralf Tozzatti](#) | Telesales Director | THOMSON REUTERS

[Bruno Lessa](#) | Director | MARKETING SIM

[Rafael Kojima Higuchi](#) | Market Intelligence Manager | LOCALFRIO

15:05 **Brazil Keynote Speaker: Neuroscience Applied to Decision Making**

By combining Daniel Kahnemann and the theory of decision-making systems with the latest discoveries in neuroscience we will be able to address the decision-making process from inside the brain out. From the root of the decision's elaboration until it is applied to the many brain systems and processes involved. Acknowledging and developing them is an important strategy to achieve the desired results. By deep diving into the brain functioning, we will better understand the emotion / reason balance for decision-making, broadening the understanding of the most complex system that exists: our brain.

[Carla Andréa Tieppo](#), Neuroscience Expert

15:55 **Concurrent Sessions**

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The Great Debate Two Opposing Views on the Same Topic

The Dilemma Involving the Use of Networks

A rich and thorough discussion between two executives who have opposing views on the same topic. The result will be big surprise: the initial opinion will prevail or one of them will be convinced by the opponent? A place for exchange of ideas and exposure of views, besides being an opportunity to learn more about structuring of arguments and dual thoughts.

Mediator : [Felipe Gama Buzzerio](#) | Market Intelligence Coordinator | REDE GLOBO

[Fernando Domingues Jr.](#) Director , MENTOR CONSULTING

[Edson Ito](#), Director INTELLIGENCIA

Practical Example of Competitive Intelligence Activity of SulAmérica

In this lecture, the speaker will present a practical example of competitive intelligence activity implemented at SulAmérica, which made use of LAI (Access to Information Law) to obtain public data compiled by ANS (National Health Agency) that were not available in its Portal. The data obtained by its mean brought unprecedented accuracy in the competitive analysis of the health insurance market composed of more than 5,500 Brazilian municipalities, and combined with other socioeconomic information and knowledge on the market accumulated by the company's specialists, allowed the development of a strategy for improving the medical and hospital service network aligned with the strategy of business expansion in the various Brazilian regions.

Access to Information Law; Networked Intelligence;

João Francisco Resende | Strategy and Corporate Intelligence Consultant

Layla Machado | Strategy and Corporate Intelligence Consultant

SULAMÉRICA SEGUROS

16:40 Networking, Refreshment, and Exhibition Break

17:15 **Concurrent Sessions**

Active Dialog

Interactive space suitable for new ideas, exchange of experiences and networking. Interactive sessions on specific topics of interest.

1- Social Impact Business - New Frontier of Entrepreneurship. The Role of Intelligence Department in This New Business Context

Marilia Sobral Albiero, Strategic Planning Consultant

2- Business Model Generation and The Map of Empathy: Definition of Strategies Based on the Client's View

Marcia Mantovani | Market Intelligence Specialist CPFL

3- Competitive Analysis Frameworks - Advantages and Disadvantages of Using Templates in Creative Processes

Viviana Loriato | Competitive Intelligence Coordinator | FIBRIA

4- How to Use Big Data. A New Approach. / Analytics Applied to Competitive Intelligence

Bernardo Aflalo | Research and Development Engineer | EMBRAER

5- Challenges and Disagreements of Competitive Intelligence as 'Cross' Department within the Corporate Structure

Luiz Gustavo Martinez Figueiredo | Competitive Intelligence & Strategic Planning Consultant | SULAMERICA SEGUROS

6- How to Transform Data into Information, Information into Knowledge, and Knowledge into Intelligence

Beatriz Welter | Market Intelligence Consultant | MÉTODO

7 - Competitive Intelligence Used to Support M&A

Luis Paulo Farias | Competitive Intelligence Coordinator | VIVANTE

8 - Data collection - outlining process and good practices

Davi de Sousa | Marketing & Sales Coordinator | MERCER

Marketplace of Ideas

An informal discussion debating a range of topics in a casual open forum.

With the inclusion of this new format, the SCIP Latin America Summit once again is fulfilling its role of being a space for exchange of information and learning for professionals and experts in intelligence, strategy, innovation and related areas, offering an ideal balance of presentations given by specialists and the effective involvement of the participants

18:10 **Entertainment: Creativity and Improvisation**

[Patrícia Pantaleão | Owner | IMPROVISA](#)

19:00 Conference Dinner (opcional)

Main Conference Wednesday, October 7

08:40 Welcome Coffee

08:50 **International Keynote Speaker**

Intelligence Integration via the Decision Support Template – A Tool to Engage & Align Key Stakeholders

One of the great challenges we have as intelligence professionals is integrating intelligence into the decision cycle. The Decision Support Template is a tool used by the United States Army in association with their planning processes and intelligence preparation of the battlefield processes for years. This tool has been adapted for use in strategic and market planning as a way to integrate intelligence into the decision cycle, focus intelligence collection and analysis efforts against an actionable requirement, and to coordinate and align the intelligence-based actions of key stakeholders across the organization (sales, marketing, strategy, etc) to successfully execute a specific initiative.

[Larry Fauconnet Director of CI Insights & Strategy | INOVIS](#)

09:40 Presentation of Projects from SCIP Brazil
[Alexandre Del Rey | Market Intelligence | VOITH HYDRO
President | SCIP Brazil](#)

10:00 **Concurrent Sessions**

Case Study

How to plan and build an Intelligence Portal to integrate all information and analysis that are important for decision making.

Comparative analysis of tools and technologies available to support the IM process.

How the 'democratization' of information and analysis through the concept of Self-Service BI add value to the business.

[Thiago Canellas](#) | Director of Business Development
CORTEX INTELLIGENCE

[Rodrigo Franklin](#) | Head of Business Intelligence and Price Management
SAMARCO MINERAÇÃO

SCIP like a TED

Three short presentations with great impact! You will have access to a new concept, tool or technique and its respective impact on intelligence and strategy.

1- Development of Projects Requested in Times of Crisis

[Denise de Pasqual](#) | Commercial Director | TENDENCIAS CONSULTORIA INTEGRADA

2- Innovation and New Technologies

[Bruno Moreira](#), Director | INVENTTA

3- CI Communication & Dissemination

[Keith Matsumoto](#) | Senior Industry Analyst | GOOGLE

Learning Labs

Interactive Learning Circuits involving 100% practice and immediate application. Presentation of tools and models that will increase the efficiency and effectiveness of activities in intelligence and strategy.

Participants rotate through interactive pods and learn how to use tools and templates that will increase efficiency and effectiveness.

Learning Lab A

A1: Tesarac: Competitive Intelligence in Times of Crisis

[Alfredo Passos](#) | Competitive Intelligence Specialist | ATELIER BRASIL

A2: How to Anticipate and Improve your Decisions by Combining the Analysis of External Scenarios with Analysis of Internal Indicators [Natan Rodeguero](#) | Regional Head Latin America | M-Brain (Former GIA Global Intelligence Alliance)

A3: Pif Paf Case: Structuring a Strategic Intelligence Department

[Daniela Ramos Teixeira](#) | Partner Director | REVIE INTELIGÊNCIA EMPRESARIAL

Learning Lab B

B1: The Strategic Use of Patents and of Information Contained in Patents in Business, Innovation and Research Projects

[Henry Suzuki](#) | Partner Director | AXONAL CONSULTORIA TECNOLÓGICA

B2: The Competitive Intelligence Process and How It Can Be Related to Games.

Presentation of the Gamification Model: "Funification"

[Carlos Francisco Bittencourt Jorge](#) | Phd Student | Faculdade Católica Paulista

B3: Tactical Intelligence: Hybrid Model to Prospect Sales by Exploring Intelligence and Market Research

[Jorge Bittencourt Castilho](#) | Commercial Director | JBS COUROS

MBA Professor | FIPE | Mackenzie

Learning Lab C

C1: Creativity
Thiago Gringon | Director | Kreakatali

C2: Strategic Planning
Edmar Campos Valerio | Manager | CPFL

C3: TBD
Felipe Gama Buzzerio | Market Intelligence Coordinator | REDE GLOBO

11:15 Networking, Refreshment, and Exhibition Break

11:45 **Concurrent Sessions**

Special Activity
Competitive Intelligence Mission

Expert Presentation: Information Protection and Security

A brief summary on the evolution of espionage among countries and its influence on the current business espionage. How Stalin's obsession with conceiving the nuclear bomb accelerated the arms race of international espionage; and how it affects the possibility of Brazil defending its economy. How the organized crime imitates espionage techniques carried out by terrorist organizations; How companies and for-profit organizations use technologies provided by intelligence agencies and leverage on law on this subject to create commercial advantage; Espionage among countries; Political domestic espionage; Counter-espionage and counter-intelligence - a basic defense element; Analysis of Brazil' policy concerning international espionage. Cases Studies, Protection and Prevention Methodologies.

Hen Harel | Director | GLOBAL ADVISING

12:50 Lunch

14:20 **Brazil Keynote Speaker**
Big Data & Competitive Intelligence
Marcelo Coutinho | Professor
FUNDAÇÃO GETÚLIO VARGAS - FGV

15:20 Case Study Presentation (TBD)

15:50 Networking, Refreshment, and Exhibition Break

16:25 **Local Keynote Speaker**
How is the possible career development in CI? What are the traps? How to overcome them?
Mariá Giuliese | Managing Director
LENS & MINARELLI ASSOCIADOS

17:15 Special Closing Lecture

18:00 Official Closing of the 7th SCIP Latin America Summit