



Calculate and monitor the ROI of strategic intelligence

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1. Introduction

In a world teeming with information, **market intelligence is your best ally**. But let's be honest, intelligence alone is not enough. It's also **necessary to determine whether it's worthwhile, whether it has a concrete impact on your business**.

This is where the Return on Investment **(ROI) of market intelligence** comes in. Think of it as a report that evaluates what you get in return for what you invest. We want to **know if the time, money and energy you're putting into it are really worth it, compared to the results and benefits you're reaping**.

In this white paper, we'll dive into the details of how to measure all this. By weighing up your investments (your teams, your time) against what you get out of it (the information that boosts your business, productivity gains and so on).



1.Introduction

This guide is a practical exploration of performance indicators in business intelligence, **focusing on the tangible impact on team, productivity, and company profits.** We share simple, effective advice without resorting to complex jargon. In short, it's a clear exploration of the ROI of business intelligence, focusing on common sense rather than magic, offering practical ways to optimize your approach without getting lost in the details.



2. The importance of tracking performance indicators

In the context of market intelligence, it is extremely important to keep a close eye on performance indicators. Indicators, whether quantitative or qualitative, play a fundamental **role in providing an objective and detailed assessment of the effectiveness of monitoring activities**.

In fact, they make it possible to **measure the real impact of investments made in terms of time, human and financial resources**. In other words, they provide clear and precise visibility on the **performance of market intelligence** in relation to the objectives set.

Without this meticulous monitoring, it becomes extremely difficult to evaluate the specific contribution of business intelligence to decision-making and overall corporate performance. It is therefore essential to monitor these indicators closely.



3. What performance indicators should be tracked ? (quantitative + qualitative)

To maximize the effectiveness of market intelligence, it is imperative to define and **carefully monitor a range of performance indicators**. These indicators, both quantitative and qualitative, offer a holistic perspective on the impact of business intelligence on the company.

On the **quantitative side**, it is essential to measure **the productivity of the intelligence team**. This includes the amount of relevant information collected, the time spent on research, and the frequency of updates. These data provide a clear picture of the operational efficiency of the watch team.

In parallel, **qualitative indicators** bring a deeper dimension to the analysis. They **assess the relevance of the information gathered and its impact on decision-making**. The quality of insights, relevance to strategic objectives, and responsiveness to market changes are all crucial factors to assess.



3. What performance indicators should be tracked ? (quantitative + qualitative)

Let's move on to how these indicators are calculated and their impact. The calculation of **quantitative indicators often involves simple measures such as the ratio of relevant information collected to time invested**. This ratio provides a direct indication of the effectiveness of the monitoring process.

For **qualitative indicators**, the assessment can be more subjective, but just as crucial. **In-depth analysis of the information collected, feedback from internal users, and case studies** can help establish the real value of the insights generated by monitoring.

These indicators are not simply numbers on a spreadsheet, but powerful tools for assessing the overall performance of market and competitive intelligence. By accurately measuring the productivity of the team, the quality of the information gathered, and its impact on decisions, we obtain a complete vision of the effectiveness of strategic intelligence within the company.



3. What performance indicators should be tracked ? (quantitative + qualitative)

Of all the KPIs you can track, here are the ones we recommend the most



Relevance rate of collected information: Measures the percentage of relevant information in relation to the total volume collected.



Reactivity to market changes: Evaluates the speed with which the watch identifies new information.



Update frequency: Indicates the regularity with which data is updated to keep it up to date.



Cost per relevant information: Calculates the average cost associated with gathering relevant information.



Impact on strategic decisions: Measures the direct influence of intelligence on the company's strategic choices.



3. What performance indicators should be tracked ? (quantitative + qualitative)



Watch report delivery time: Evaluates the time required to generate and distribute watch reports.



Competitive Spectrum Coverage: Analyzes the watch's ability to monitor the entire competitive landscape.



Rate of use of information by operational teams: Measures the proportion of information collected that is actually used by operational teams. Also measures the reading rate of newsletters sent out by the intelligence team.



Cost per relevant information: Calculates the average cost associated with gathering relevant information.



Internal user satisfaction: Gather feedback and assessments from internal users on the quality and relevance of the information provided.



3. What performance indicators should be tracked ? (quantitative + qualitative)

For each watch, certain KPIs are also interesting to monitor, for example.

For Competitive Intelligence

- Number of competitive intelligence items detected
- The extent to which this information is important to you in making strategic decisions.

For Market Intelligence

- Number of market changes detected
- The impact of this information on strategic decision-making.

For Technology Watch

- Number of patents detected in your market
- Technological collaborations and partnerships

For Regulatory Watch

- Number of new standards and regulations detected
- Rate of compliance with new rules/laws

Each indicator is tailored to the specificities of each type of watch, providing a detailed vision adapted to the particular objectives of each field.

3.1 How the indicators are calculated and their impact



Let's move on to the technical side. How do we calculate these indicators, and what concrete impact do they have on business intelligence?

Let's start with productivity. **The intelligence team's productivity** rate is generally calculated by dividing the number of relevant information items collected by the total time invested in research. This ratio indicates the team's operational efficiency. A high ratio suggests a judicious use of time and resources, while a lower ratio may signal inefficiencies.

$$\left(\frac{\text{Number of strategic information}}{\text{Time invested}} \right)$$

For intelligence teams, the impact is measured not only by the quantity, but also by the quality of the information gathered. Well-trained, responsive teams enable better selection of relevant information. **The impact is also felt in the team's ability to adapt to changes in the market, ensuring that intelligence is aligned with corporate objectives.**

3.1 How the indicators are calculated and their impact

For readers, the impact can be assessed by analyzing the **frequency of use of the information provided by the market intelligence**. A high usage rate indicates that the **information is not only relevant, but is also being meaningfully exploited in decision-making processes**. This is where intelligence becomes a catalyst for informed decisions.

As for intelligence feedback specific to watch types, **the impact is measured by the ability to anticipate and react to key elements in each field**. For competitive intelligence, this could mean early detection of competitors' strategies. For technology watch, it could mean the rapid highlighting of relevant innovations. Regulatory intelligence could anticipate crucial legal changes, and so on.

In short, these indicators are not just abstract numbers. They are practical tools for assessing operational performance, the adaptability of teams, the actual use of information and the specific impact on the issues specific to each type of watch.



3.2 Evaluate the impact of your market intelligence and its results

Now that we've explored the indicators, let's look at the concrete evaluation of the impact of your strategic intelligence. What tangible results can we expect, and how do we measure them?

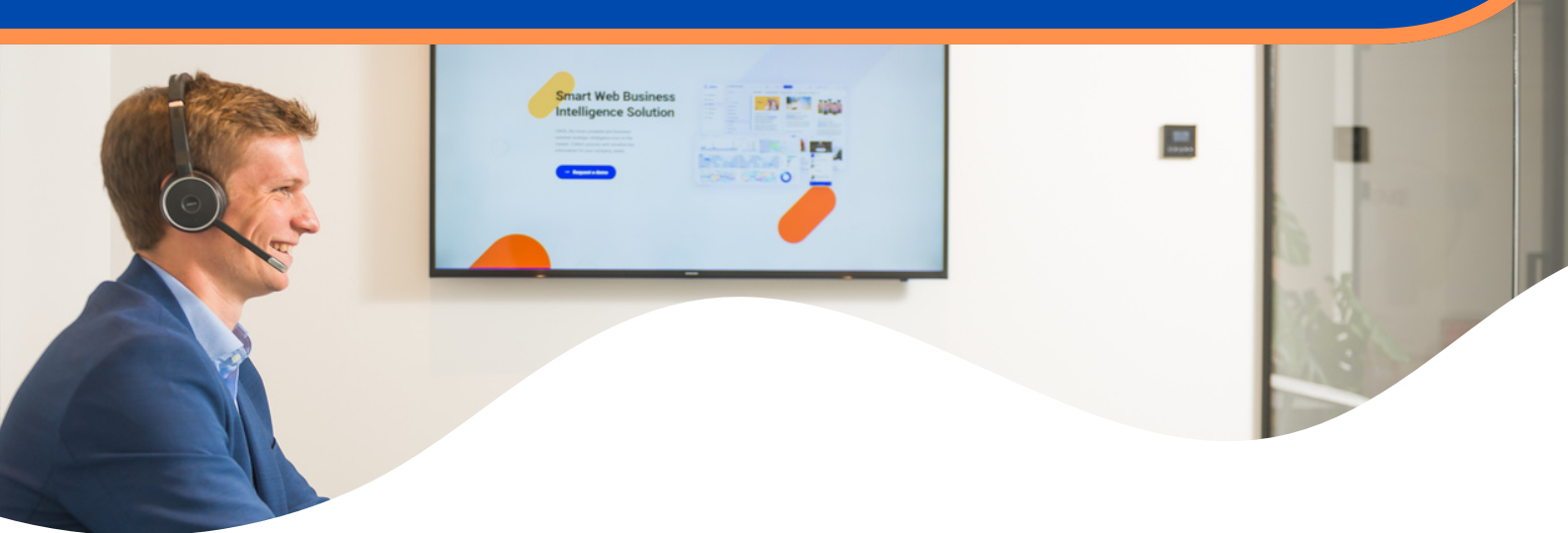
First, the overall impact on productivity. If business intelligence works well, it will improve operational efficiency. Teams that obtain useful information quickly can **speed up decision-making, reduce downtime and improve overall company productivity.**

For intelligence teams, a positive impact would mean **greater responsiveness to market developments.** A watch that anticipates emerging trends, new technologies or competitive movements positions the company ahead of the game, enabling proactive adjustments.

For readers, the impact is more informed decisions. Quality information, delivered efficiently, feeds strategic thinking. If intelligence has a positive influence on these decision-making processes, this will be reflected in the company's overall performance.



3.2 Evaluate the impact of your market intelligence and its results



In terms of specific intelligence feedback, let's assess the impact in terms of the ability to anticipate and manage change. If competitive intelligence successfully anticipates competitors' moves, if technology intelligence enables early adoption of key innovations, if regulatory intelligence ensures constant compliance, and if image and reputation intelligence maintains a positive image, then the impact is tangible.

Finally, **measuring impact is not just about numbers, but also encompasses the company's overall perception in the marketplace.** Reputation, credibility and competitive position are all barometers influenced by effective strategic intelligence.

In short, assessing the impact of your business intelligence goes beyond statistics. It's a holistic assessment of how intelligence actually influences operational dynamics, the ability to anticipate and react, and ultimately, your company's position in the grand scheme of your industry.

4. What are the best practices for justifying the impact of the market intelligence ?

Launching a strategic watch or justifying its impact is not something to be done lightly. Here are a few best practices to put in place from the outset, and when justifying the impact of monitoring on the company.



Define a clear monitoring strategy

Before you start gathering information, define a clear monitoring strategy. **Identify key areas to monitor, relevant sources, and specific objectives.** A well-defined strategy will serve as a solid foundation for the monitoring process.



Use the right collection and analysis tools

Invest in the right tools for your intelligence needs. From automated collection tools to advanced analysis platforms, choose solutions that facilitate the process while delivering accurate, actionable data.



Involve stakeholders from the outset

Strategic intelligence isn't just for the dedicated team. Involve key stakeholders from the outset. **Understand their needs and expectations, and make sure that business intelligence is aligned with strategic objectives.**



Documenting processes and decisions

Documentation is important. Document monitoring processes, information selection criteria, and the resulting decisions. This facilitates traceability and helps to clearly **communicate the results and impact of monitoring.**

4. What are the best practices for justifying the impact of the market intelligence ?

Regular reviews



Schedule regular reviews to assess the relevance of your intelligence. Analyze the results, adjust your strategy if necessary, and **ensure that your intelligence remains aligned with changing business needs.**

Justifying standby investment



When justifying your investment, don't just look at the figures. Link each aspect of intelligence to the company's strategic objectives. **Show how it contributes directly to growth, innovation or risk management.** Highlight the concrete results achieved by monitoring.

Raising awareness of the importance of business intelligence



Strategic intelligence can be misunderstood. Make the whole company aware of its importance. **Explain how it feeds decision-making,** anticipates challenges, and positions the company competitively in the marketplace.

By following these best practices, you'll lay the foundations for solid business intelligence, and be better prepared to justify its impact on your company's overall performance and success.



5. Conclusion



In light of our exploration of the Return on Investment (ROI) of business intelligence, it's clear that **measuring the impact of this practice goes beyond numbers and statistics**. Business intelligence is a powerful lever that holistically evaluates every aspect, from team productivity to influence on strategic decisions.

Performance indicators, whether quantitative or qualitative, are essential. They quantify operational efficiency, measure responsiveness to market changes and assess the relevance of the information gathered.

The impact of market intelligence is felt not only within the dedicated team, but also in every strategic decision taken by the company. It is measured in the ability to anticipate trends, react rapidly to market developments and maintain a solid competitive position.

5. Conclusion



To maximize this impact, it's crucial to put good practices in place right from the start of market intelligence. Defining clear objectives, choosing the right indicators, involving stakeholders and documenting processes all contribute to building a solid foundation.

Ultimately, **market and competitive intelligence is not just an activity, but a driving force that propels the company forward.** When done well, it becomes an indispensable tool for navigating the challenges and opportunities of the ever-changing business landscape. **By investing in effective business intelligence and fully understanding its impact, companies can not only survive, but thrive in a world where information is the key to success.**

