

## **CORPORATE INTELLIGENCE**

**IRI Analytix** engages in *Corporate Intelligence*, Investigations, Security Intelligence, and Information Management aimed at allowing clients to be better informed regarding inherent risks of doing business, domestically and globally.

### **Due Diligence: Domestic & International**

**IRI Analytix** undertakes research and analysis on industries, corporations, and respective principals to gain comprehensive perspective on client business interests.

Such analysis, the **Risk Control Schematic™**, includes “*sovereign risk*” (country administration) and “*country risk*” (country economics) as well as underlying “*custom and usage*” risk (local business practices) inherent in specific countries. Analysis may include industry and market risk useful to multinational corporations operating in foreign locations. Foreign operations typically carry uncertainties regarding labor conditions, competition with local producers, and various in-country laws and legal issues.

### **Business Intelligence & Competitive Intelligence**

**IRI Analytix** helps its clients better understand and respond to “external” forces that impact business operations.

Business relationships evolve over time due to ongoing changes in management, ownership, vendors, distributors, and joint venture partners, for example, as well as changes in market forces, legal requirements, and competition.

“*Know your market*”  
“*Know your suppliers*”  
“*Know your customers*”

Comprehensive assessment typically requires discreet intelligence generally not publicly available.

### **“Know your competition”**

*Competitive intelligence* surrounds strategic, market, product, and other interests a company may have in the business activities of others. Although many companies have in-house competitive intelligence capability, still many rely upon outside expertise for support, corroboration, and objective analysis.

### **“Know your adversaries”**

*Specialized intelligence* may address an unusual circumstance such as an acquisition evaluation or the response to a hostile takeover bid or response to special interest groups. Such intelligence helps assess counter-party motives and guide responses.

### **Business Controls & Counter-Intelligence**

#### **“Know yourself”**

Such intelligence may involve the analysis of *business controls* as companies may inadvertently develop unwelcome practices and unanticipated consequences impacting corporate well-being and enterprise economics. And this includes “information leaking” and counter-intelligence responses.

### **Intellectual Property Intelligence**

Intellectual property abuse may be very challenging, especially on an international scale. Counterfeiting is an expanding problem that can not be eliminated, but it can be curtailed.

**IRI Analytix** has devised a comprehensive approach, **Intellectual Property Plus™**, that includes assessment, analysis, economic evaluations, surveys, investigations, enforcement, and litigation support aimed at reduction of lost revenues and recovery of commensurate earnings otherwise lost to counterfeiting.