

*Welcome to CTI 101*

*Competitive Technical  
Intelligence*

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# Overview

- ▣ What is CI/BI?
- ▣ Porters Five Force
- ▣ What is CTI?
- ▣ Dynamics of Innovation
- ▣ Needs and technologies
- ▣ Drivers and S-Curves

# What is and is not CI?

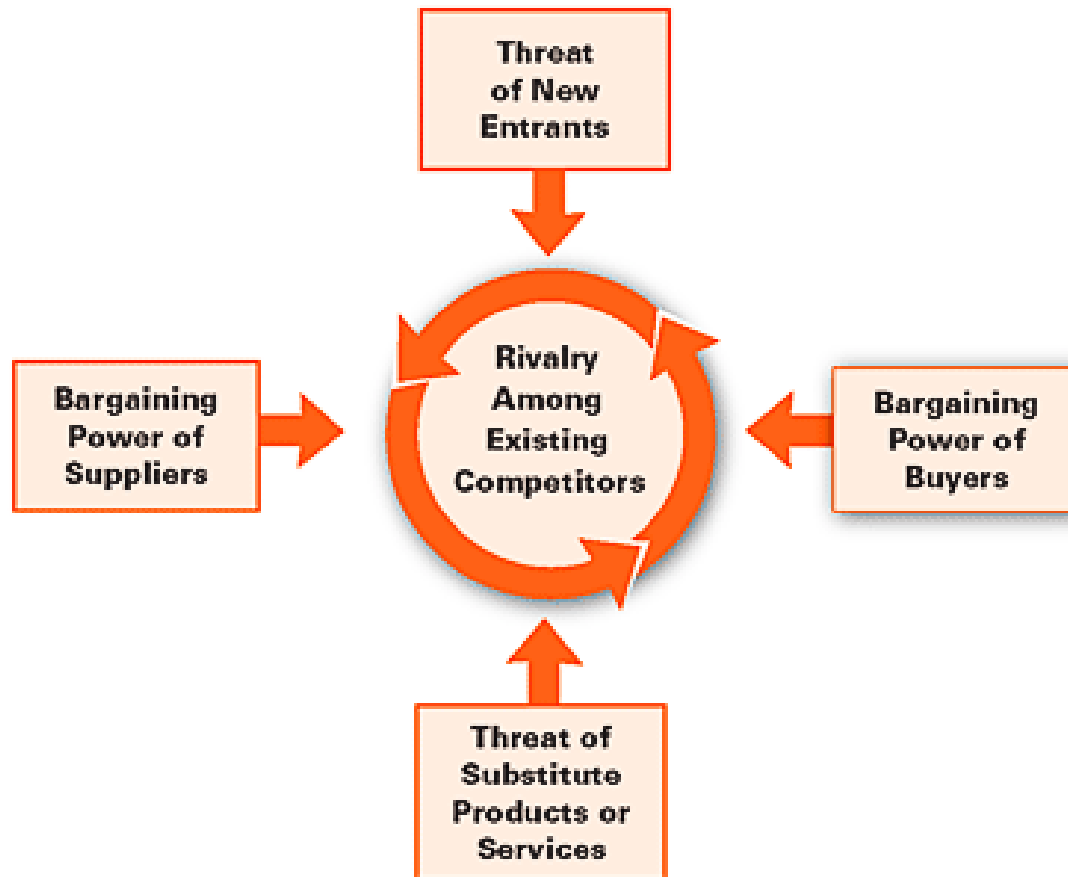
- ▣ Is not Market Intelligence.
- ▣ Is not corporate espionage
- ▣ Is not computer network hacking.
- ▣ Is not dumpster diving.
- ▣ Is not simply research.
- ▣ Is Strategy, Risk, and Intelligence!

# CTI

- ▣ Anticipate competitors intentions
- ▣ Anticipate competitive technologies
- ▣ Anticipate the drivers of innovation
- ▣ Is simply more than CI on technology

# Porters Five Forces

## The Five Forces That Shape Industry Competition



# Dynamic of Innovation

- ▣ Case 1: Old technology matures relative to dominant driver
- ▣ Case 2: New driver emerges and current tech cannot support
- ▣ Case 3: Environment changes creating new driver

# Needs and Technology

- ▣ New technology emerges because of an unmet need.
- ▣ Focus on what customers need.
- ▣ Collect intelligence based upon Porters Five Forces
- ▣ Disruptive technologies are not the only or greatest threat.

# CI Resources

- ▣ [www.scip.org](http://www.scip.org)
- ▣ [www.academyci.com](http://www.academyci.com)
- ▣ [www.fuld.com](http://www.fuld.com)
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