



Competitive & strategic intelligence

**INTELLIGENCE
CONSULTING**

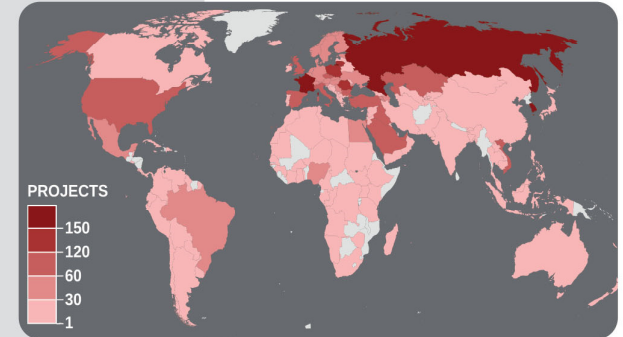
What we can do for you

Whether in the frame of compliance processes, risk assessment and management, or any other kind of strategic operations, such as M&A, executive recruitment, and market entry, updated and accurate data and understanding of the local business environment and culture is always key to the production of a relevant analysis with positive fallouts on risk assessment and management.

OBI Consulting is able to offer a wide range of intelligence and investigation services to help its clients to get better information relevant to their business environment and related risks, third parties in their supply chain, competitors, partners, and potential employees. These services include:

- Enhanced due diligence and investigations, offering a full profile on a company, its history, structure, key people, business partners, strengths, image, legal issues, etc.
- Bio-notes and investigations on individuals, providing an extensive profile of a person of interest, their background, skills, reputation, legal issues, etc.
- Risk assessment, allowing you to get a better grip on your company's exposure to various risks and possible mitigation points to focus efforts on.
- Anti-counterfeit investigations and tracking of unfair practices within your supply-chain and business environment.
- Monitoring and mapping of legal, regulatory, environmental aspects and of the competition and influence networks.
- Other services, such as hands-on consulting, benchmarking, digital transformation for private sector and public bodies, etc.

Overview of OBI



OBI Consulting is a European firm specialized in competitive and strategic intelligence and consultancy services.

Operating since 2006, OBI Consulting has been trusted by various clients (large and medium-sized companies, public institutions, law firms) to accompany them and perform over 4,000 missions on four continents and more than 125 countries.

Business cases

COMPETITIVE ANALYSIS

A US client, a provider of SAAS solutions, wanted to get more information on its main competitor's business practices and a pricing policy for its brand new 'a la carte' solution. Investigations, carried out mobilizing strong social engineering practice, allowed our client to get a full view on those points. The client thus obtained strong advantage on its main competitor in an ultra-competitive and niche market, while remaining within the frame of legal and ethical investigative practices.

SPONSORSHIP RISK

A client, a leading brand in the UK sportswear industry, wanted to investigate a potential new sponsored athlete and their coach. The investigation cleared the athlete's reputation. However, it also revealed that the coach, himself a former professional athlete, was an untrustworthy partner due to his unlawful business practices, generating a very negative reputation in the industry, and his behavior. Various sources reported violent behavior by him as well as accusations of rape and sexual harassment made by several former female athletes, and potential related upcoming court cases. Following those revelations, the client signed a sponsorship with another team (athlete and coach), which is expected to be renewed next year.

ETHICAL RISK

A consultancy specialized in CSR reached out to OBI to perform an enhanced due diligence on one of its client's suppliers, a large manufacturer of hygiene products in a CIS country. HUMINT investigation revealed that workers at this company's plant were mistreated, with internal policy and measures implemented against them that even violated human rights. All the facilities, such as the factory's canteen, dressing rooms, and bathrooms, were organized in such a way that people did not have time to use them, and so small that the employees could not even physically use those places to eat or change during the authorized time. The company, recording everything on camera, was imposing fines to reduce the workers' wages. Informed of such practices, the CSR consultancy concluded that the business partner was violating the CSR policy of its client and represented a significant threat to its interests in case of a court case/scandal.

PARTNER RISK

A European manufacturer of helicopter components was approached by an unknown company offering a partnership on a profitable project. Doubting the trustworthiness of this company, OBI's client commissioned a due diligence with a customized check on the project in question. Research uncovered that the target company had been registered in 2019 as a vehicle for a Russia-based company with shady dealings. The doubts raised by the open-source intelligence were further confirmed by human sources, which reported that said company had been established to serve as a financial tool to extract funds invested in a dummy project announced in 2017. Informed of those elements, OBI's client cut off discussions with the company in question and forwarded the case to local authorities for further investigation.

RECRUITMENT RISK

Prior to recruiting a new country manager, a large certification company ordered a background check on the Angolan national applying for the position. HUMINT efforts revealed that the candidate had left his previous position in Brazil after unlawful accounting arrangements aimed at hiding the losses of some divisions were discovered by the headquarters. Upon his dismissal, the individual had failed to return his company car and computers.

M&A PROCESS

In the framework of an acquisition, a client ordered a due diligence on a luxury aviation services company. Despite the company's brilliant past, HUMINT investigation revealed that the CEO's addictions had recently driven away his best executives and managers, causing a grave loss of skills and coherence over the very last months. In light of these new revelations, OBI's client adjusted its offer before concluding the deal.



Why use our services

OBI has always based its work and analysis on sources in the local language (OSINT), reinforced by people on the ground speaking the local language, having access to local networks, and implementing interviews (HUMINT) transcribed verbatim (over 20,000 interviews since 2006).

OBI also has an uncompromising ethical policy, developed over the years and based on international standards, such as the **OECD Due Diligence Responsible Business Conduct (RBC), international anti-bribery anti-corruption acts (US FCPA /UK-BA/ SAPIN II), human rights acts (Modern Slavery Act), and ESG analysis and rating.**

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Contacts:

mission@obi-consulting.eu
www.obi-consulting.eu