



Economic intelligence in the digital age
Oplaa.tech
is a
Think Thank and Do Thank
« Office of Prospective and Logical Adaptive and Anticipation »

Economic intelligence

Economic intelligence refers to the process of collecting, analyzing, and disseminating information related to economic activities and trends to support decision-making in the business, government, and policy sectors. It involves gathering data on various economic factors, such as market conditions, competition, financial indicators, and government policies, and then using this information to make informed decisions.

- **Data Collection**
- **Analysis**
- **Risk Assessment**
- **Competitive Intelligence**
- **Policy Analysis**
- **Forecasting**
- **Strategic Planning**

Economic intelligence is crucial for businesses, governments, and organizations to navigate the complexities of the global economy. It enhances the ability to make strategic decisions, manage risks, and stay competitive in dynamic economic environments. The use of technology, data analytics, and advanced modeling techniques has become increasingly important in the field of economic intelligence.

Understanding the world's digital shift



An overview of the world's digital revolution.

At the end of the 1990s, the characteristics of a world on the move globalisation, financialisation and the arrival of the internet.

Involvement in a cross-functional approach: putting concepts into perspective, bringing people together.

The Martre report in 1994 gave rise to the concept of business intelligence.

First report on the subject of "France's lag behind other world powers".

Creation in 1999 at Medef of one of the first French circles on economic intelligence.

Understanding the world's digital shift



Business intelligence is a way of looking at things and a method of governance.

What did I read back in 1998? A new paradigm in which information is the essential element.

What did I do? I adopted an explorer's attitude.

An explorer is not a traveller.

On a journey, you know where you're starting from, you know where you're going, there are stages and you can time the journey.

Why is it essential to understand the world's digital shift?

Because a new model exists.

Because we are confronted with ruptures.

Because digital transformation is the only way to meet the challenges of the 21st century.

Because big tech is a hybrid entity.

Technological, of course, but also economic, geopolitical and democratic.

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Services



Training Intelligence Economic
Training and consultancy for China (Export)
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Artificial intelligence

In the critical field of artificial intelligence applications, our consulting services focus on

Expert-Led Innovation: Our team of AI specialists brings solutions tailored to your unique business challenges.

Customized AI Strategies: We deliver AI solutions crafted to drive your specific business goals.

Ethical AI Leadership: Our dedication to responsible AI ensures sustainable, transparent, and fair technology implementations, setting industry standards.

Cybersecurity



Cybersecurity expertise is key for our customers. Our services are based on :

Bespoke Solutions: We specialize in crafting cybersecurity strategies precisely tailored to your business's specific needs and challenges.

Advanced Expertise: Our team comprises industry-leading experts, leveraging cutting-edge technology and insights to fortify your digital defenses.

Proactive Approach: We're not just reactive to threats; we anticipate and neutralize them before they impact your business, ensuring continuous, unbreachable security.

Contacts us



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