

STRATEGIC CAPITAL & INTELLIGENCE GROUP LTD.

SCIG Association Commercial Transformation Program

3

Business Intelligence, Data, Benchmarking, and Risk Insight

This category is designed for associations that want to move beyond information-sharing and become a source of decision-useful intelligence for members.

Module 3.1 Association Business Intelligence Unit

What the service offering entails	Benefit to the association and its members	Competitive differentiation and unique commercial benefit
SCIG designs or supports a business intelligence function that monitors market conditions, regulatory change, competitor behaviour, political risk, trade threats, member concerns, and emerging commercial opportunities.	The association becomes a source of insight, not just information. Members gain intelligence they may not have the time, staff, or resources to produce on their own.	Many providers offer research, newsletters, surveys, or data dashboards. SCIG builds intelligence capacity focused on risks, opportunities, political signals, trade exposure, market conditions, and member commercial decision-making.

Module 3.2 Member Commercial Risk Radar

What the service offering entails	Benefit to the association and its members	Competitive differentiation and unique commercial benefit
SCIG builds a structured monitoring service to identify risks affecting members, including political decisions, regulatory shifts, trade actions, financing pressure, customer changes, supply-chain vulnerabilities, and market instability.	The association enables members to see risk before it becomes damage. Members gain time to adapt, plan, and protect their commercial position.	Competitors may provide issue monitoring or advocacy updates. SCIG turns monitoring into a commercial early-warning system that enables members to anticipate threats to revenue, operations, market access, and competitiveness.

Module 3.3 Industry Benchmarking and Performance Reports

What the service offering entails	Benefit to the association and its members	Competitive differentiation and unique commercial benefit
SCIG builds benchmarking products that show members where they stand on costs, productivity, pricing pressure, compliance burden, workforce constraints, financing readiness, risk exposure, and market competitiveness.	The association becomes a trusted source of comparative intelligence. Members use the data to assess performance, identify gaps, improve operations, and make better commercial decisions.	Benchmarking often becomes a passive annual survey. SCIG designs benchmarking as a decision tool for member competitiveness, linking data to operating performance, cost pressure, compliance exposure, and market position.

Module 3.4 Member Data Product Development

What the service offering entails	Benefit to the association and its members	Competitive differentiation and unique commercial benefit
SCIG turns underused association data into member-facing intelligence products: sector dashboards, market-risk reports, operating benchmarks, confidence indicators, regulatory watchlists, cost studies, or commercial opportunity briefs.	The association converts its unique sector visibility into a valuable asset. Members benefit from better information for planning, pricing, investment, hiring, compliance, and strategy.	Many associations possess data but lack a commercial product strategy. SCIG converts sector knowledge into member-facing intelligence assets that can strengthen decisions, generate revenue, and differentiate the association.